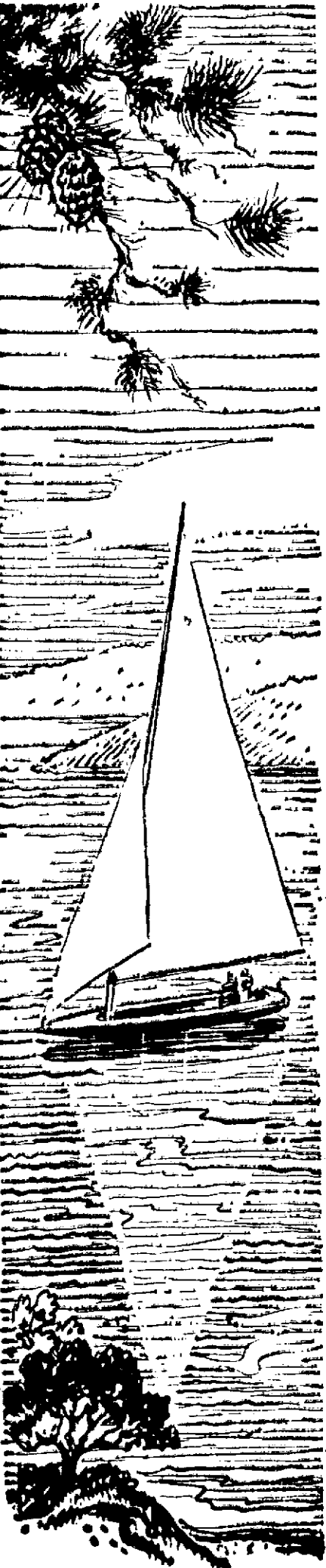
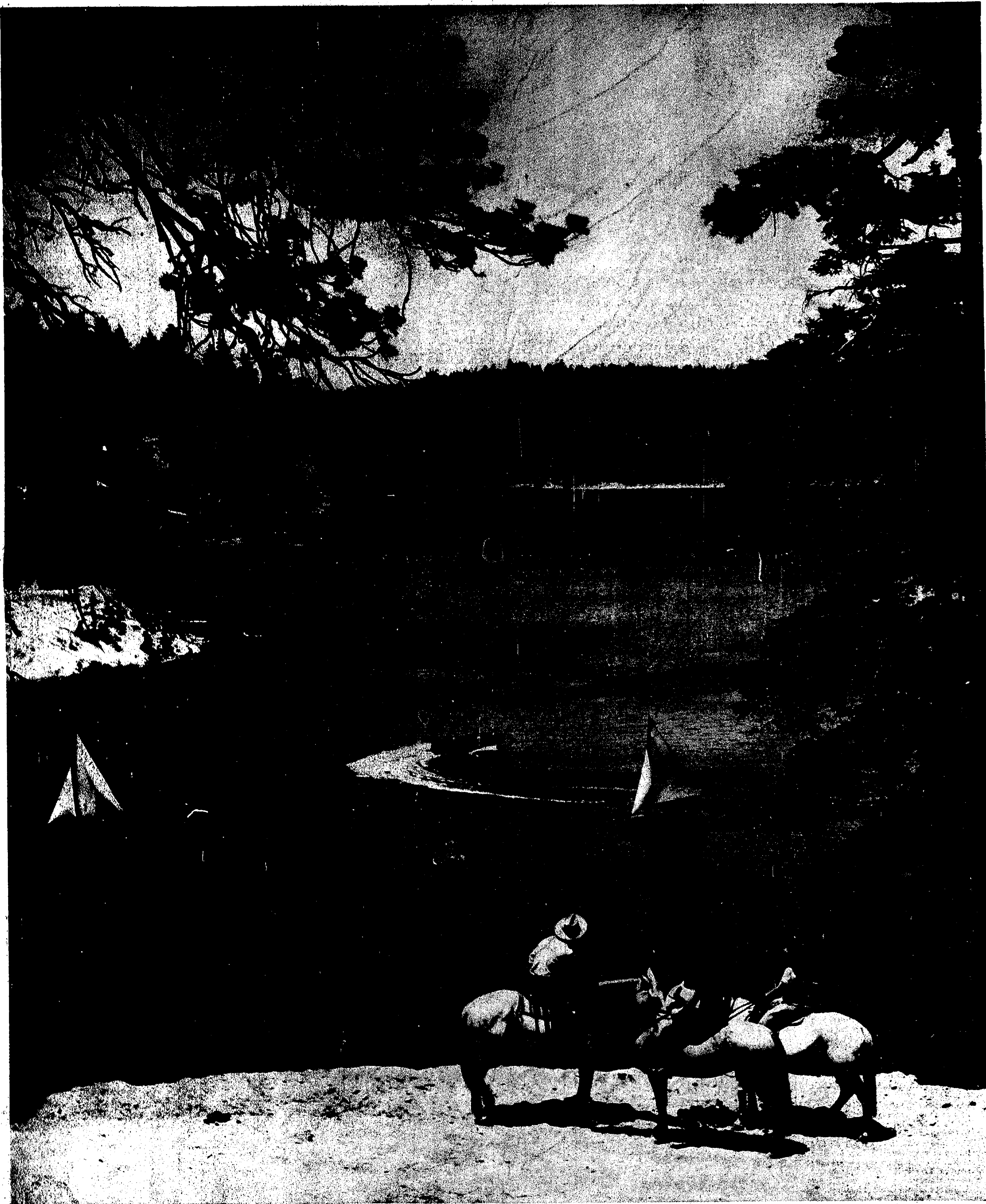


Press-Telegram *Southland*

LONG BEACH, CALIF., SUNDAY, SEPTEMBER 18, 1949

MAGAZINE Section



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Vol. 2 No. 33

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Member
**PACIFIC SUNDAY
MAGAZINES**
FRED TAYLOR KRAFT,
Magazine Editor

Ashore or afloat, the recreational facilities at beautiful Lake Arrowhead are keyed to every season of the year. Motor and sail boating and horseback riding

are three sports that are highly popular most of the year. Clear, crisp air and beauty of lake and mountains are sufficient to attract hundreds to the resort.

—Photo Courtesy All-Year Club of Southern California

Women with Wings



Gladys O'Donnell (above) was the first woman in Long Beach granted a license to fly. She won many honors in the air and served well in wartime aviation.

Grace, charm, brains and beauty combine as women win their wings and make aviation history. Long Beach has its share of women fliers.

REMEMBER the goggles, the long veil and the "duster" which grandmother considered indispensable when she went for a "spin" in the new horseless carriage? Just as laughable today is the average person's conception of the woman pilot as a masculine female in an unbecoming helmet, baggy coveralls, and hands and face smeared with grease.

Long Beach has a number of

By Ruth Reece

women pilots who won their wings during the war and who now are following an aeronautical career. These flyers, young and attractive, represent all types of activity of women in aviation. But they are feminine above all. Whether they are instructing new students,

demonstrating airplanes to prospective buyers, flying their bosses on executive trips or just going on pleasure jaunts with their families, they are exactly like any other woman in business and are dressed as such at all times.

Take Barbara Erickson London, for instance, who has been flying constantly for the past ten years. She recently flew a privately owned plane to San Francisco in a cocktail dress,

fur cape and high heels. Met by friends at the airport, she went directly to the St. Francis Hotel for dinner and an evening of dancing, and was back in Long Beach shortly after midnight.

Barbara and her husband, with their one-year-old daughter, Betty Lee, think nothing of flying to near-by resorts for Sunday morning breakfast, and often join other women pilots who are flying their families to Palm Springs for the day.

THEIR favorite spots for these breakfast flights include Big Bear, Santa Barbara, Palmdale, San Diego, and the various hot springs resorts in Southern California.

It is also interesting to note that the physical handicap under which women pilots have labored for so many years is now regarded as a lot of nonsense. In the recent transcontinental race to Miami from San Diego, two of the women were pregnant, and one of the women pilots in the Montreal-Miami race who placed among the top winners gave birth to her baby just two months later.

A great victory for women pilots is the fact that very soon, all of those who served as pilots in the Air Corps in World War II are to be commissioned into the new United States Air Force as officers, and will be known as WAFs. These women, all former WASPs, Women Air Force Service Pilots, are now working along with fellow officers in the Air Force Reserve Detachment at Long Beach Air Force Base. After several years of service to their country, with no military status or recognition, they are being able, at last, to take their place in the Air Force they all love.

Lovely Barbara London has logged more than 2400 hours and holds all pilot ratings on both land and water in all types of airplanes. She was commanding officer of the WASP squadron in Long Beach for two years during the war. Flying every type of military aircraft, pursuit, bomber, cargo, fighters, etc., she was the only woman awarded the Air Medal by Gen. Hap Arnold for service as a WASP. In the 1949 annual women's transcontinental air races, she placed second with Betty H. Gillies of Long Beach.

Another Long Beach woman pilot who has made aviation her vocation, after flying pursuit, cargo, bomber and every other type of aircraft as a WASP during the war, is Delphine Bohn. Considered today as one of the top civilian women executives in aviation, Delphine demonstrates and sells Beachcraft airplanes for Pacific Aircraft Sales at Lockheed Air Terminal, Burbank.

One of the more experienced woman flyers is Beatrice A. T. Medes, formerly of Long Beach who is now living in Newport Beach. During the war she acted as assistant to the director of all WASPs in the Air Transport Command. She came to California in 1945. She ferried surplus Army and Navy aircraft and has flown all types of Army equipment, mostly twin-engine cargo types. She maintains her commercial single and multi-engine license by flying the executives of Mercury International Pictures who are in the business of producing motion pictures for television and industry. When not in the air, Miss Medes' time is consumed in the capacity of production supervisor and treasurer of that company.

STILL another veteran of the war is Nadine B. Ramsey of Long Beach who was transferred to the Sixth Ferrying



—Photos by H. S. Melvin.

When conversation turns to early-day aviation in Long Beach, the name Earl S. Daugherty receives prominent mention. Carrying on Daugherty tradition is the widow of the flyer, Mrs. Kay Daugherty (above) who manages a flying service.



Former wartime ferry pilot and instructor in fighter planes, Nadine B. Ramsey continues interest in flying.



Iris Cummings Critchell, another Long Beach woman who wrote name in flying, makes pre-takeoff checkup.



SQUEEKIE says-
"...IT'S DATE BAIT!"

Gleams your hair—
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TAKE it from Squeekie! You won't know your own charm until you've tried New Wildroot Liquid Cream Shampoo. It's super! Whips up a lather jiffy-quick, whizzes away that greasy look, loose dandruff and leaves your hair so clean it squeaks.

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New Wildroot Liquid Cream Shampoo



Delphine Bohn, shown above waiting to show a new aircraft to a prospective customer, is considered one of the nation's top women aviation executives.

Group here from Love Field at Dallas, Texas, and served with the WASPs until they were disbanded in 1944. "She was a class 4P pilot, ferrying mostly single and multi-engine fighters during the last eight months of service. Retained by the Sixth Ferrying Group as instructor in preflight transition, she was an instructor on P-51's, A-20's, P-38's, A-26's, and P-61's until the organization was inactivated.

An exciting result of her war experiences is the fact that last year Nadine bought a large stock of surplus aircraft instruments and parts, incorporated her own company under the name of Aircraft Enterprises, Inc., and serves as president of the company, with office and warehouse located at 3165 Atlantic Ave. She owns a P-38 twin-engine fighter, having purchased one of the first released for sale to the public for \$1250.

Iris Cummings Critchell is another local pilot who maintains a home for her husband and three-year-old son, while following her flying career begun during the war when she was stationed with the WASPs here. She worked on the civilian pilot training program and later served at the University of Southern California College of Aeronautics at Santa Monica as instrument instructor.

Now serving in the important capacity of chairman of the Municipal Aviation Commission is veteran flyer Gladys O'Donnell.

LEARNING to fly when her husband, Lloyd O'Donnell, conducted a school of aviation here in the early days, Gladys went on to win many honors for Long Beach. The Press-Telegram sponsored her entry in the first national air derby for women in 1929 and when she placed second in this race, from Santa Monica to Cleveland, the news made sensational headlines. During the war she and her husband had charge of a primary air corps training detachment at Visalia where they trained 8000 cadets.

Mrs. Kay Daugherty, widow of Earl S. Daugherty, famed pioneer Long Beach pilot for whom the Municipal Airport is named, maintains an active interest in flying. In addition to managing a flying service bearing her name, Mrs. Daugherty flies constantly throughout the United States on pleasure trips in her speedy Swift monoplane. She is an active member of the Aviation Breakfast Club and flies to all their meetings. She served during the war as executive officer of the Civil Air Patrol Squadron here, and has aided in the forming of their cadet training program.

Other women pilots in this area with enviable records of flying hours include, to mention only a few, Mrs. Everett S. Calhoun, Mrs. Frank Hodgson, Virginia Cutler, Betty H. Gillies, Dee Thurmond, Mardo Crane and Lauretta Foy.



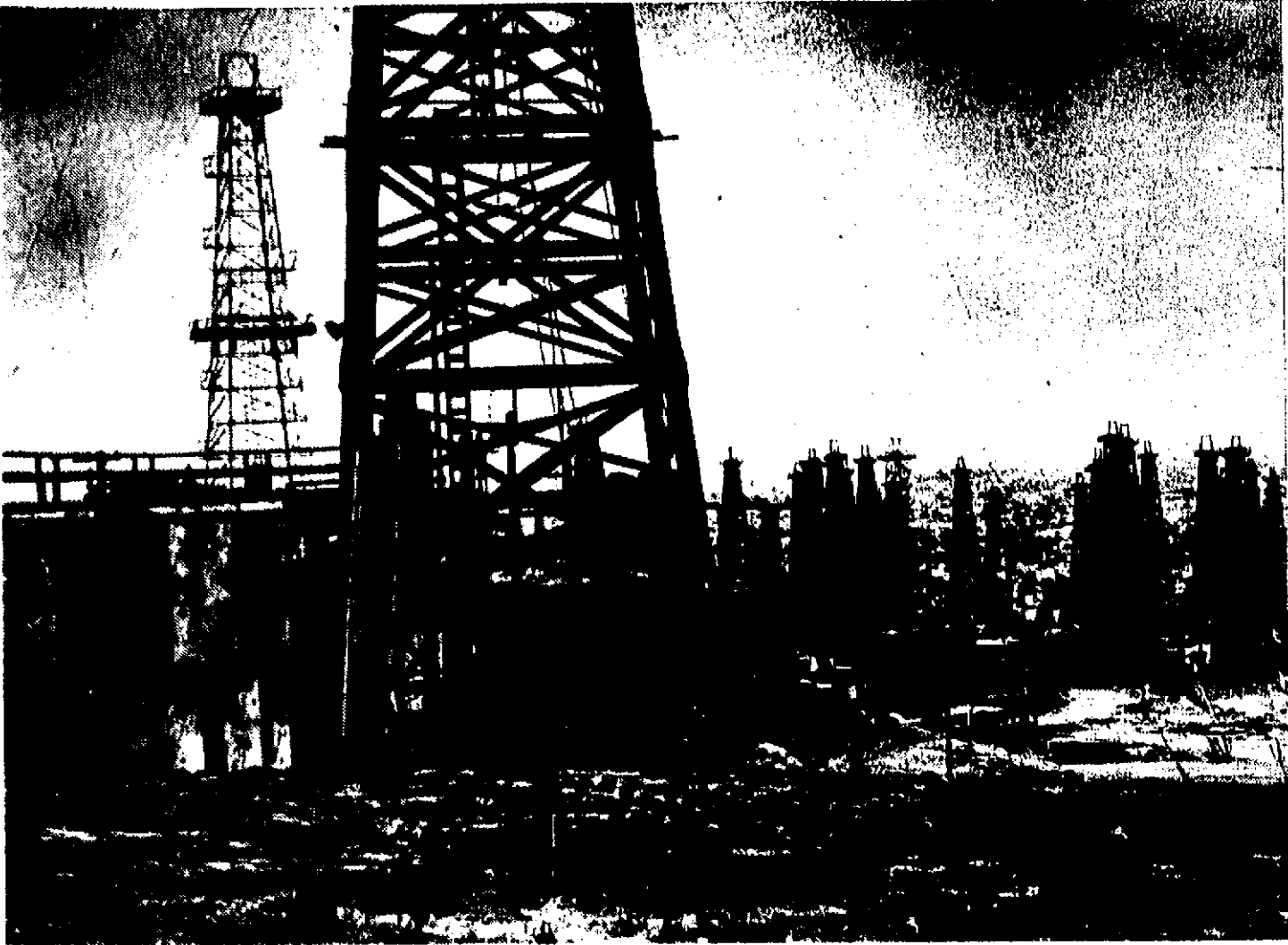
Beatrice Medes, former WASP, formerly of this city and now of Newport Beach, flies as commercial pilot.



Flying family: Mr. and Mrs. Jack London Jr. and their year-old daughter, Terry Lee, fly almost everywhere.

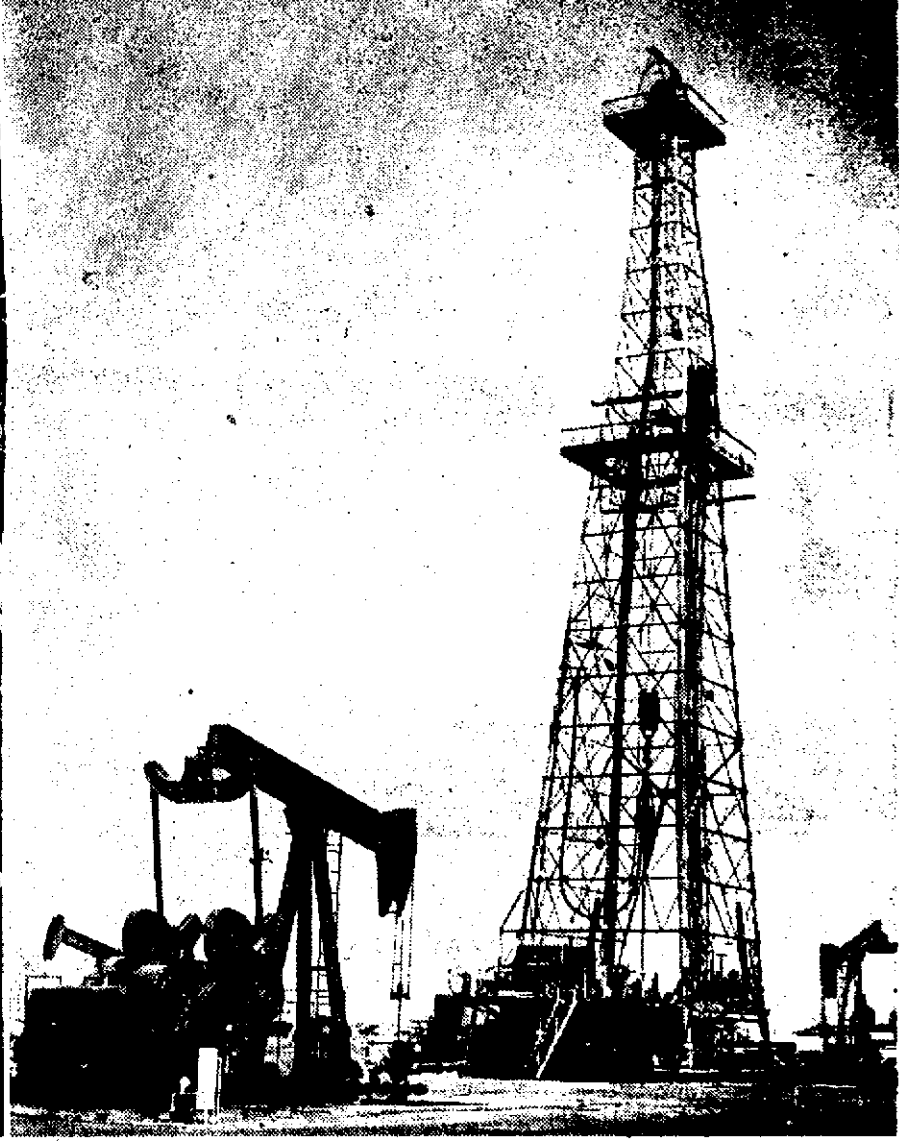
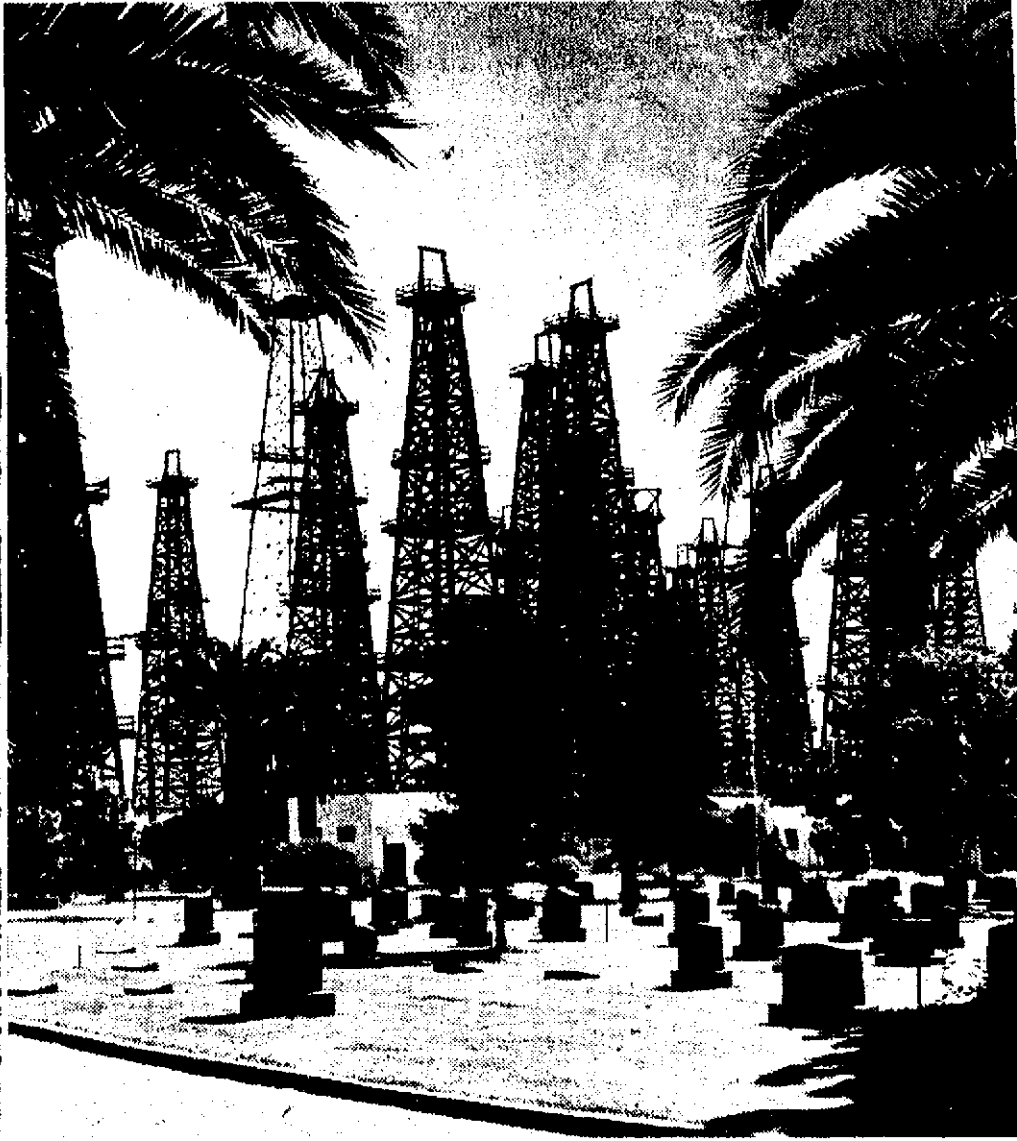
Modern Methods Eliminate Oil Derricks

Mushrooming in unsightly profusion, oldtime wooden oil derricks spoiled much property potentially beautiful for residential use. Development in Long Beach of underground pits at casing heads now puts oil pumpers underground, restores natural view to land.



Except for the oil rig obstructions, a sweeping view of the city below and the sea would be available in homesites laid out here.

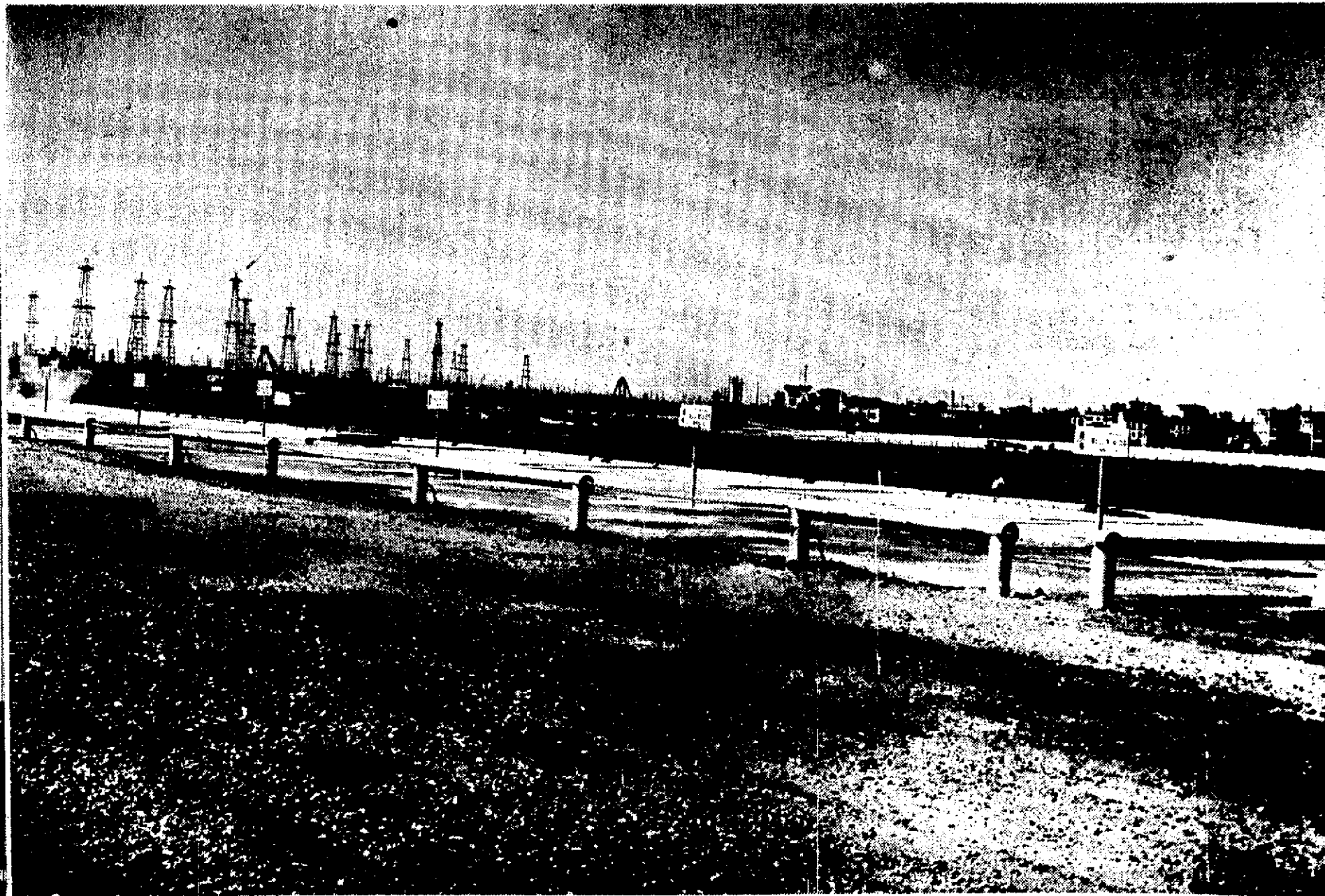
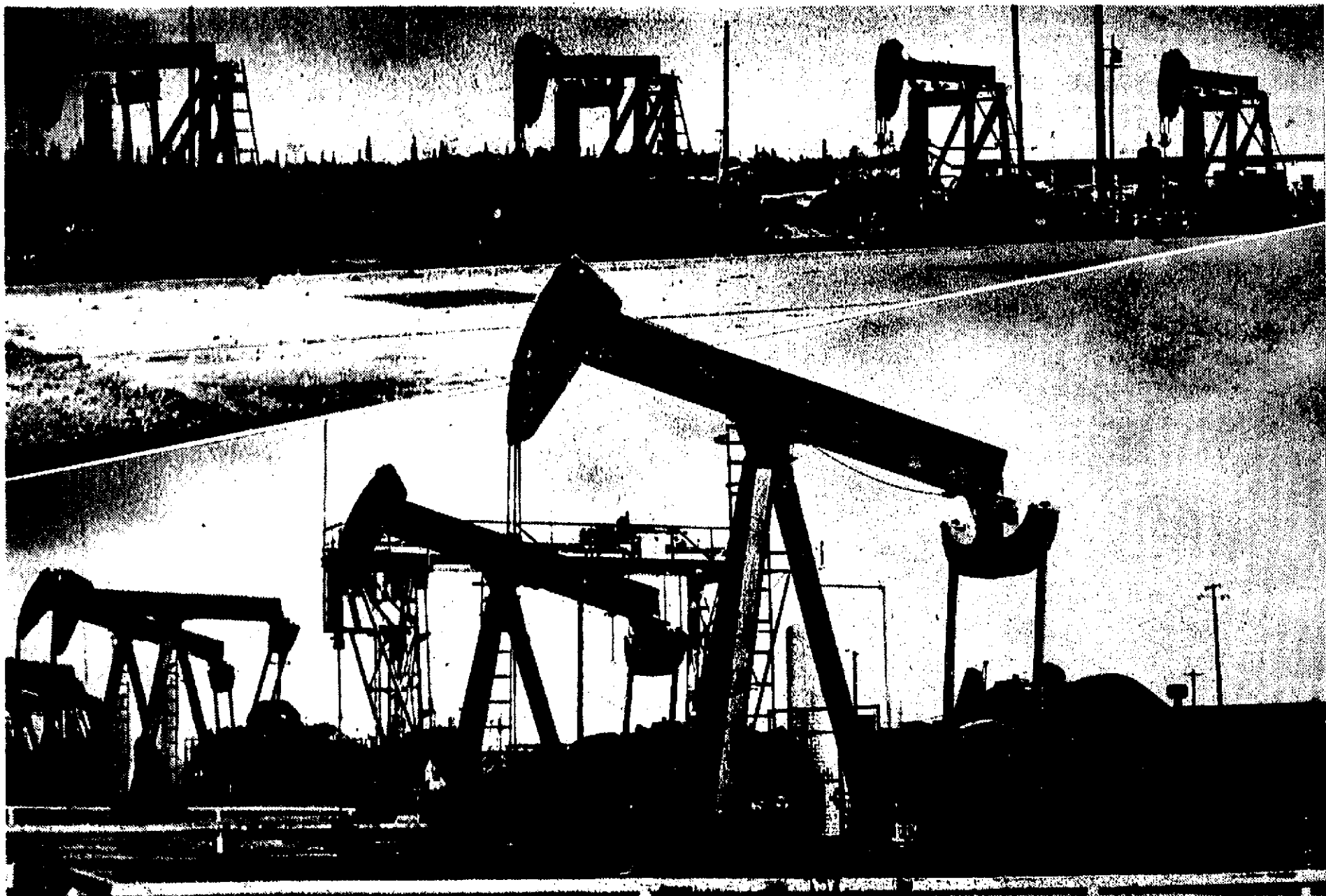
Signal Hill, linked to California's romantic past when Spaniards signaled to contraband ships, became a forest of derricks after the discovery of oil in 1921. But for oil, the scene above might well be one of beautiful homes.



No view herel Modern advances in oil installations could put these unsightly structures into the discard by putting pumping installations and pipe lines completely underground.

Photo above indicates how the oil derricks overshadow well kept Signal Hill Cemetery.

One advance in derrick removal: Rocker pump (left) helps to heal landscape scars.



An array of machinery still appears in scene above but an improvement on old style wood and steel rigs is evident. Portable derricks serve wells beneath rocker-arm pumps like above.

Newest developments in use in the harbor area are underground pumps. Little shows here of heavy pumping going on. Such installations might restore beautiful homesites on Signal Hill.

Enchanting View by the Sea

By Dorothy Killam

AN ENCHANTING view of the sea is a part of the home of Mr. and Mrs. W. H. Davidson which is

built on a bluff at 550 Ocean Ave., Seal Beach. Large windows which take up most of one wall of the home bring this outdoor beauty inside. Architect Kenneth Wing designed this house, which is

built on a sloping site and is three stories high on the ocean side; two stories on the Ocean Ave. level. Split shakes are used for the roof and exterior walls and this treatment will become more attractive with

Surf, sand and seascape are features of this home beside the Pacific

the years and the attendant weathering of the shakes.

The garage and a recreation room take up the lower floor on the ocean side and the drive from the street curves down to the garage. The recreation room opens directly on the Davidson's front yard which is their own private beach.

A guest apartment attached at right angles to the house gives it an interesting L shape. The front garden is landscaped at two levels and surrounded by a low brick wall. Interest is added by a circular pond and statue.

The entrance hall with stairs going both up and down opens into every down-stairs room, the living room, dining room and guest apartment. Its hand-blocked paper in tones of gold, rose, and green adds an exotic note in harmony with the Chinese accents used throughout.

IN THE sunken living room the ocean view is brought inside by a window, which takes up almost an entire wall. Its glass is treated to cut down glare. Rose damask draperies are topped with swags and jabots of the same fabric.

Like the other windows in the house the living room windows have three sets of draperies—casement curtains and glass curtains are hung on traverse tracks so they can be pulled to assure privacy. In draping these windows all three sets of curtains are hung on the wall so no window space is wasted.

Above the mantel, the fireplace is faced with mirror which has been antiqued so that images are softened by the gold veins in the glass. Below the mantel, wood trim which surrounds the marble facing is carved in classic motifs and is painted grey like the walls and ceiling.

An ornate brass screen and andirons are well suited to this elegant room. A Chinese rug in lovely shades sets the background for furnishings upholstered in damask. An elaborate Oriental desk and nest of teak tables accent the traditional motif.

The dining room is dominated by the wall of glass overlooking the beach and ocean beyond. Cocoa-mauve draperies are satin. At night the crystal chandelier casts a thousand reflections on the mauve ceiling. Paper in a scenic pattern was imported from London.

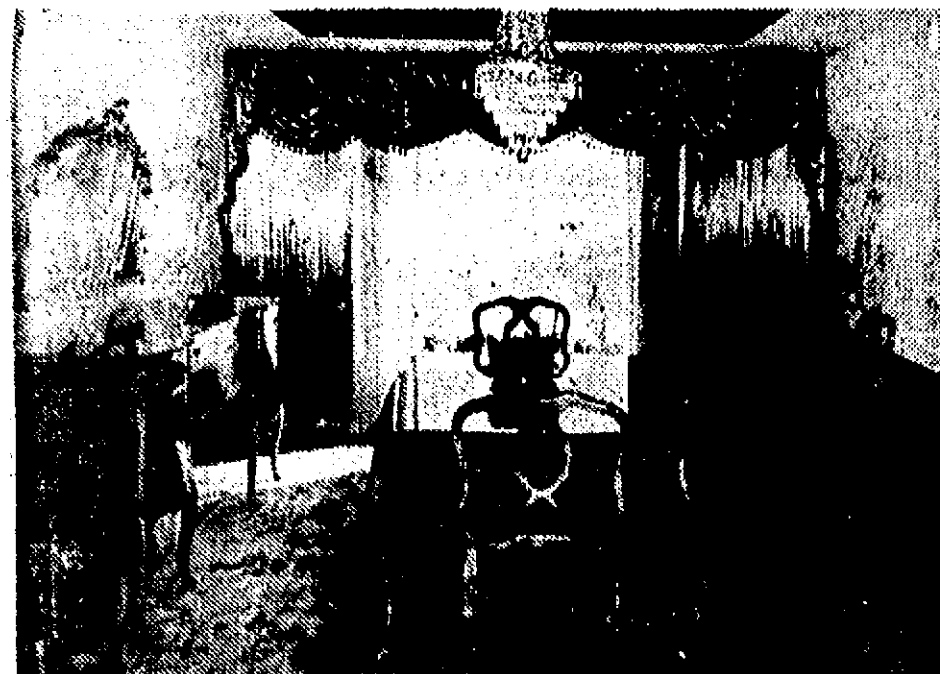
THE KITCHEN is conveniently small and especially efficient. Pots and pans are stored on shelves in a closet next to the stove. The stove and refrigerator are placed opposite the sink, built into a U-shaped work counter. The automatic dish washer was installed under the counter. Spacious corner windows at



Split shakes are used for the roof and the exterior covering of the residence of Mr. and Mrs. W. H. Davidson. The extension at the left is a guest apartment.



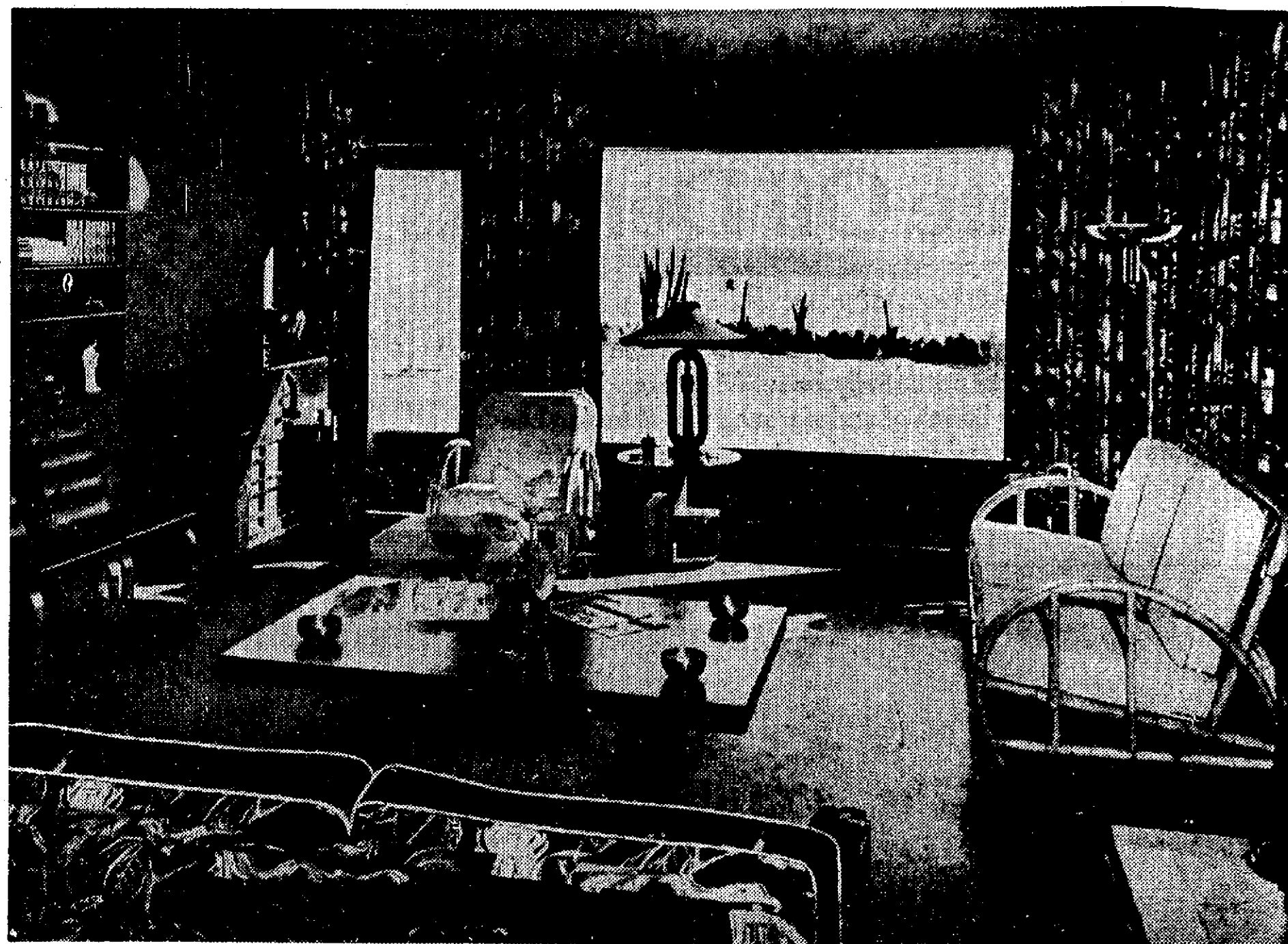
Ornate screen, mirrors over mantel (above) add interest to the seaside home of the Davidsons. The fireplace is faced with marble carved in classic motifs.



Large windows look out to the sea. This one, equipped with cocoa mauve satin drapes, is dining room feature.



Mrs. Davidson made white net shade on lamp above.



A commanding view of the Pacific is obtained through a large window in the recreation room of the Davidson home. Glass in the door at left helps to extend the view across the entire length of the room. Door leads to front-yard beach.

one end of the kitchen provide an ocean view for the wrought iron breakfast table and chairs. Glass-doored dish cabinets are built above a serving shelf and cupboards at one end of the dining area.

Downstairs, the popular recreation room is designed for easy entertaining or quiet relaxation. A glass door built into a wall of windows opens directly on the sandy beach which is bordered by large rocks and planted with cacti and palm trees.

A fireplace is built into a panel of pencil stone and the floor is of green concrete, the same color as the Williamsburg green walls and ceiling. The couch is upholstered in the same floral print as that used for pull draperies.

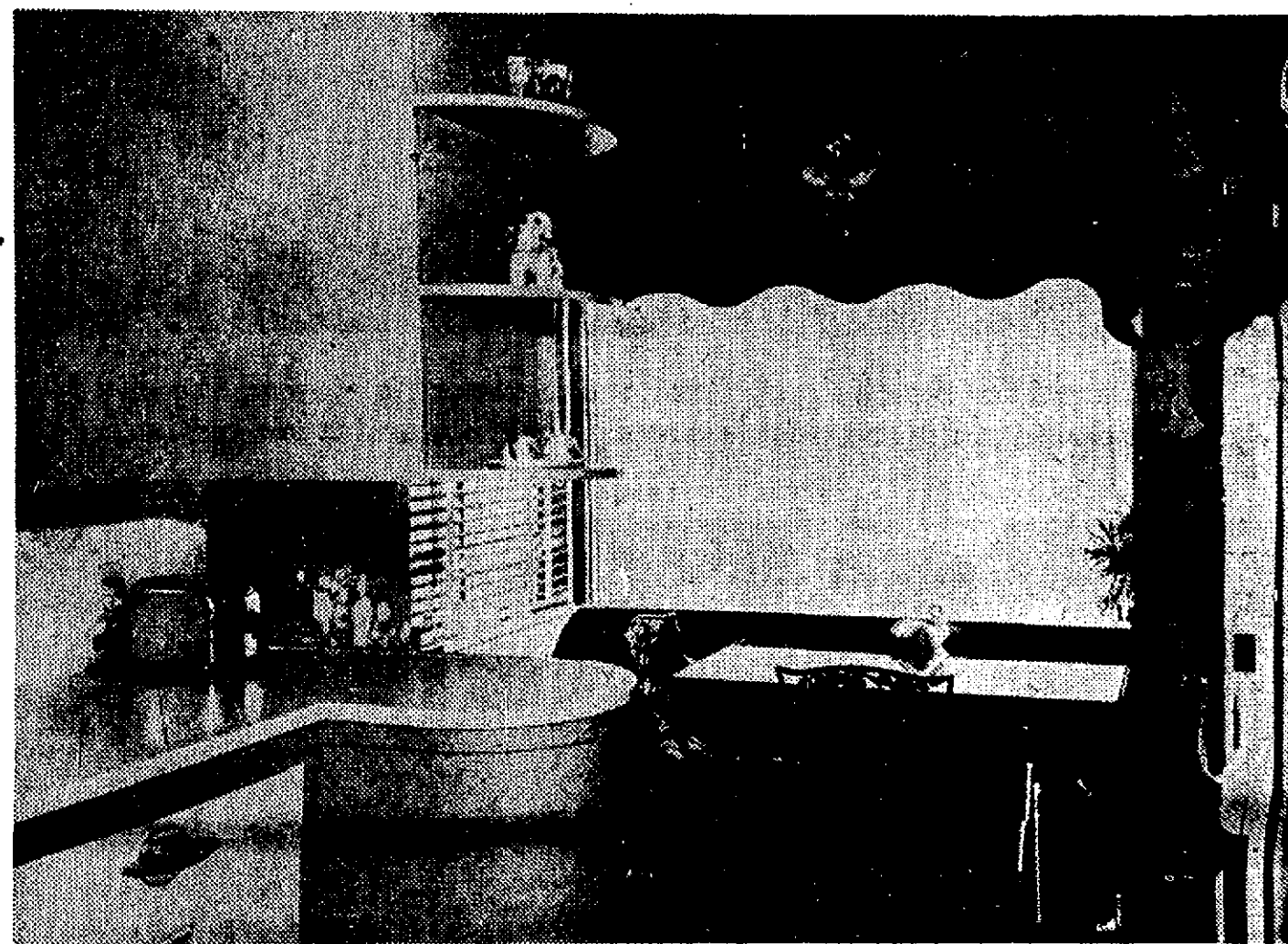
A former dining room table has been remodeled so it can be either a coffee table or by unfolding the leaves and legs it can be expanded to dining size. Cooking can be done at a snack bar at one end of the room.

IN THE master bedroom, upstairs, swags, draperies and bedspreads are of deep green satin. Casement curtains on the side windows are peach. A dressing room lined with wardrobes and convenience by a glass-topped dressing table leads from master bedroom to the bath. This room can also be reached through a door in the bedroom hall. Paper in the master bedroom is a whimsical pattern of cupids in shades of green on a pink background.

The large, view-giving window in the guest bedroom is topped by a valance of quilted satin like the raspberry draperies. The quilted spread on the bed is peach like the chaise-longue.

Two walls have been painted grey and the other two are papered in a floral pattern.

The guest apartment downstairs can also be used as a den with its desk and comfortable couch and chairs. Its kitchen contains a unit of stove, oven, sink and refrigerator all built in the same steel frame. A bath is also included in this portion of the house.



Wide corner windows at one end of the kitchen provide a view of beach and sea for a dining area in which is placed a wrought iron breakfast table and chairs.



Elaborate swags decorate the master bedroom windows. Draperies and quilted spreads are made of green satin. This room is located on the upper floor.



Sandy front yard gives Davidsons private beach. Note use of windows to take advantage of view to seaward.



Bay window, looking out on the front garden, is fitting place for ornate little desk. Drapes are rose damask.

Press-Telegram Southland Magazine

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Standard 2 pieces
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(Price includes material and labor.)

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AMERICAN at FOURTH

Recognize Any Faces FROM YOUR OFFICE?

—All Photos and Text from Best-Seller "White Collar Zoo," Doubleday & Company, Inc., Publisher



"AND AFTER TWENTY-FIVE YEARS WITH THE FIRM THEY GAVE ME A LOVELY GOLD PIN"



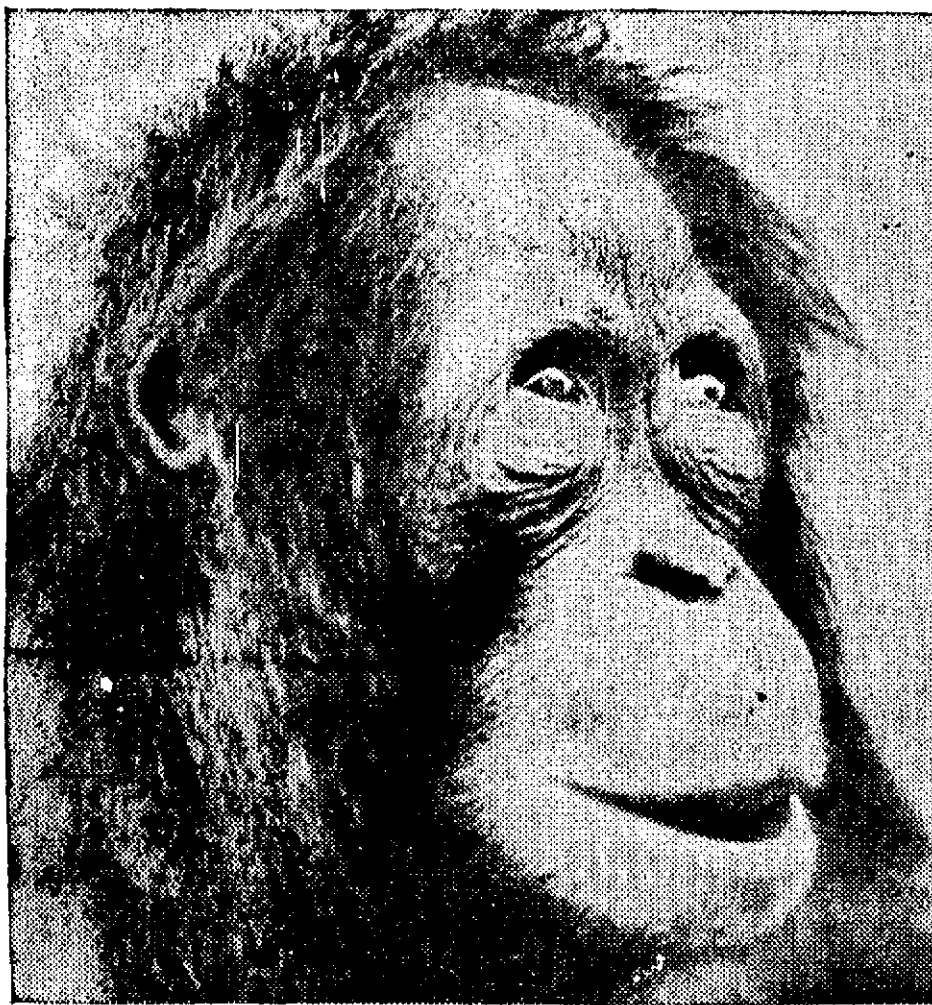
"I'M LOOKING FOR AN INTERESTING JOB THAT DOESN'T CALL FOR TYPING OR SHORTHAND."



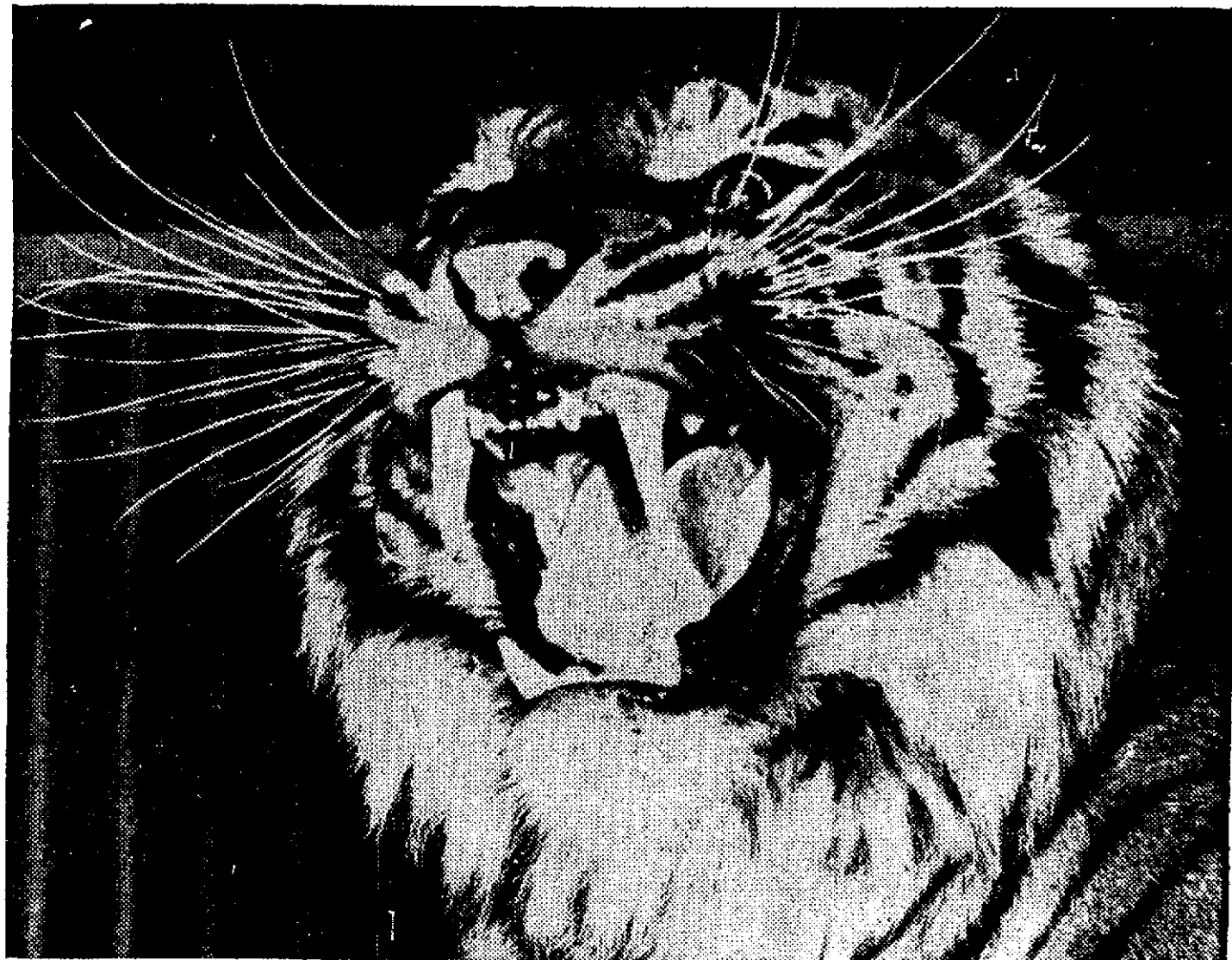
"THINGS AREN'T THE WAY THEY USED TO BE AROUND THIS OFFICE"



"HMM . . . HOW MUCH ADVANCE DO YOU WANT ON YOUR SALARY?"



"LEAVE THIS MATERIAL WITH ME . . . I WANT TO THINK ABOUT IT."



IN CHARGE OF SALES



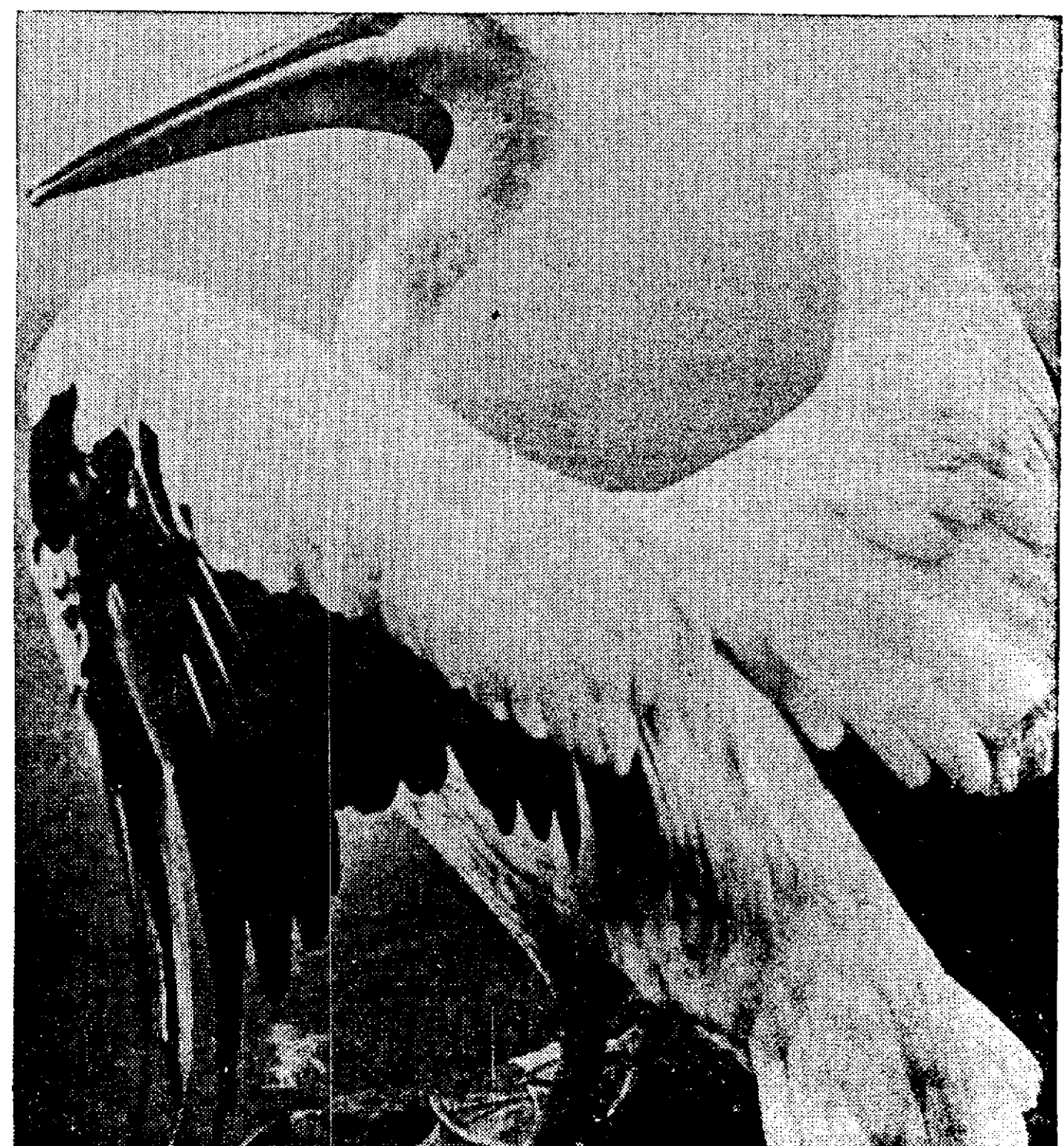
A BIG ACCOUNT WALKS IN



"DO YOU REALLY LIKE IT? IT WAS MARKED 'WAY DOWN.'"

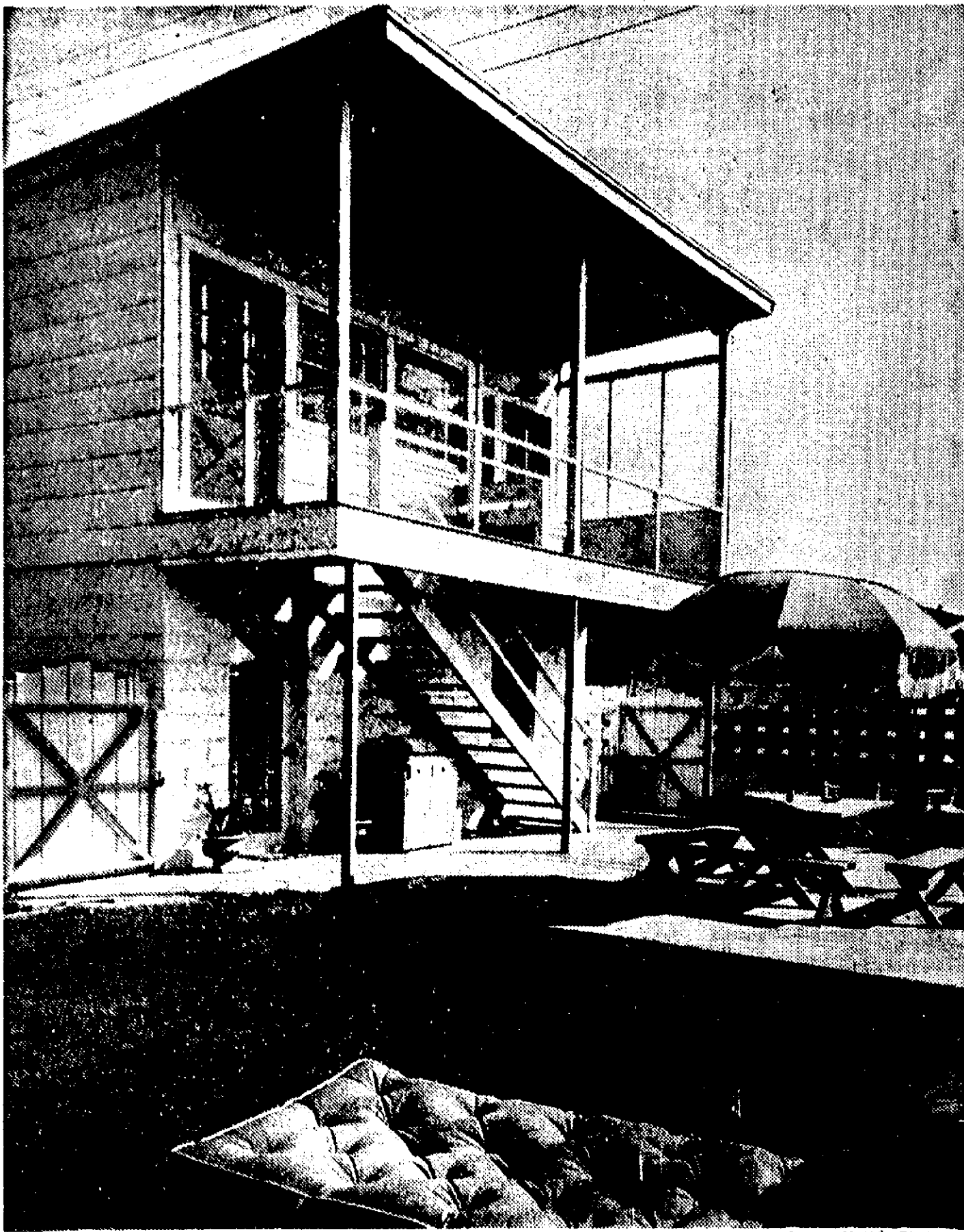


"PST! LOOK BUSY, EVERYBODY, HERE COMES THE BOSS!"



"I REALLY SHOULDN'T WEAR IT TO WORK, BUT I'M GOIN' ON A PARTY TONIGHT."

Built Over a Garage



Apartment of Mr. and Mrs. John M. Dallas Jr. is built over a garage in Seal Beach. Turquoise doors, stair and fence trim stand out against white exterior.

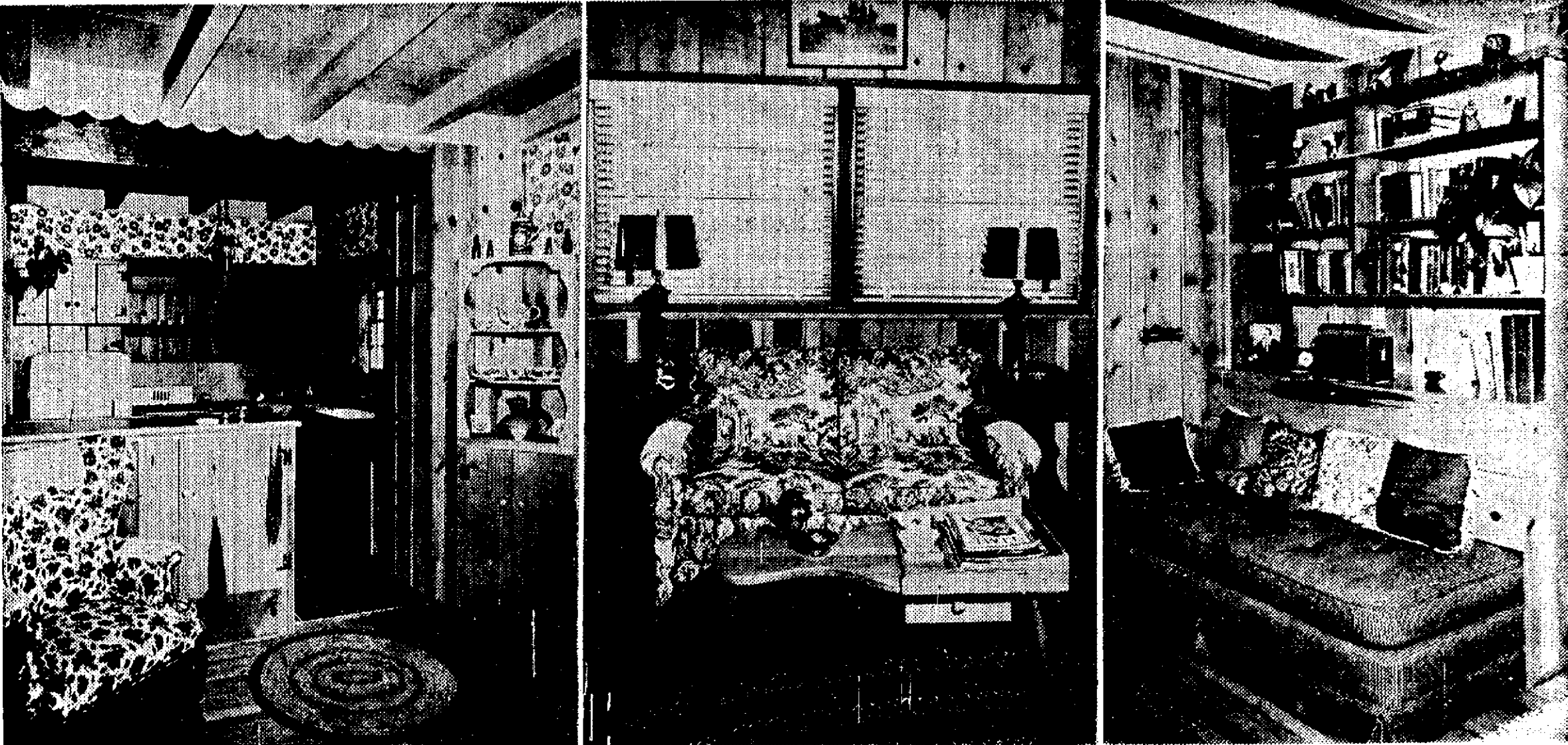
Just right for two, a little Seal Beach apartment is compact and comfortable. A cool balcony upon which to relax and enjoy the sea breezes and a small plot of lawn in the yard are outdoor features.

By Althea Flint

BUILT over a double garage in Seal Beach, the apartment of Mr. and Mrs. John M. Dallas Jr. is compact and comfortable. About one-fourth of the floor space is devoted to the one bedroom and bath. The remainder is arranged in a U-shaped combination living room, dining room and kitchen. A balcony makes an extra place to dine or just sit and enjoy the ocean breeze. Set back from the street, this apartment has a patio and garden surrounded by a high wood

fence for privacy. Both the house and fence are painted white with accents of turquoise. A plot of lawn bordered by flowers is no chore to mow but it is large enough for yard furniture to be grouped for lounging. The other half of the enclosed yard is covered with a cement slab on which are grouped a redwood table and chairs for outdoor dining. A pingpong table is also placed here. Stairs painted turquoise blue lead to the Dutch door

painted in the same color. A counter is the only separation between the living-dining room and the kitchen. Knotty pine used on living room walls and on the kitchen cabinets forms the pattern for the informal atmosphere. Wallpaper in a provincial pattern of blue and white is used on the kitchen walls and is carried on into the living room where it is used on the wall at the dining end. The Dallases designed and built the apartment so it suits



Counter separates kitchen from living-dining room. Black hinges carry out provincial motif.

Knotty pine walls provide appropriate background for provincial furnishings and rugs.

Three-quarter size couch is made into daytime width when pushed under bedding cabinet.

them perfectly. Since there are just the two of them in the family, Mrs. Dallas finds the minimum-sized kitchen just right. The stove and refrigerator are placed on one wall and the sink and work counter on the adjoining wall. The counter turns the corner to form a work table for the stove. Cabinets, drawers and cupboards are well planned, even to include slots for trays and

a small spice cabinet over the sink. Dishes are stored in cabinets under the counter and in a corner cabinet also built of knotty pine. The counter is serviced by tall, red-topped stools placed on the kitchen side. An antique drop-leaf table finished to bring out the natural grain of the wood, and captain's chairs are placed at the dining end. A hand-painted glass shade lends elegance to

the old lamp which hangs above the dining table. A three-quarter size studio couch can be made a comfortable width during the day by pushing it back under a built-in cabinet for blankets. Recessed book shelves are built above. A quaint desk and chair are pieces that Mrs. Dallas picked up in a junk yard and refinished into useful and attractive additions to her room.

IN THE bedroom, three walls are papered in a pretty rose pattern on a white background; the fourth wall is devoted to wardrobes and a built-in dressing table. Drawers below and storage cabinets above the wardrobes makes the maximum use of this wall. The dressing table, which is really just a shelf of drawers between two of the wardrobes, is attractive because the mirror which hangs

above it is surrounded by an antique frame, and an old organ stool which is placed under it. Built of tongue-and-groove knotty pine, this wall of wardrobes has been painted white to match the headboard which the Dallases made. Red shag rugs in the bedroom and oval braided rugs in the living room partially cover the pine floor. The beamed ceiling is painted blue.



Extra-special doings call for extra-fine dress—'Going formal', dinner parties, dancing, attending brides, those important dates for back-to-college events, happy functions of the holiday season ahead—there's need to get all dressed up for these. Here are two top styles of Emma Domb craft.

Peasant Jewelry

By Mary Lou Zehms

PEAasant jewelry was everywhere long before any manufacturing industries were founded. Since the beginning of civilization certain places became famous for making jewelry just as Egyptian hammered work, the jewelry of ancient Troy, and the precious stones and metals of Italy became well known. In more modern days, Vienna and Paris have been leading European markets in the jewelry trade. The lover of the antique specializing in jewelry often confines himself to the brooch. The Roman called it "fibula" as it was a useful article which all possessed and which was

generally found buried with the remains of warrior or chieftain. There are so many different types and kinds of brooches that the collector often divides his collection, devoting himself to the very early specimens. During the seventh century, the brooch increased in size for it was used as a cloak fastener. As fashion changed, brooches became smaller and were considered more decorative pieces of jewelry which were being worn on the hat and sometimes in the hair. The Bohemians were noted during the 17th Century for their fine workmanship. In many respects they surpassed the Italians, particularly in the subtle use of colors. Pictured

here is a mosaic of Bohemian origin showing two white doves on a black background. A hand-turned gold edge complements the brooch while the back is one piece of rolled gold. It is on display in a Long Beach antique shop. Small mosaics sold as brooches and as small clasps and, in many instances, as earrings. They are cleverly made, although in the stiff and formal style which followed the Roman antique architecture. The mosaic formation of jeweled ornaments as seen in the enamels of Byzantine and later art are well known and greatly appreciated. Mosaics have been revived in recent years. There are many beautiful brooches such as the one illustrated lying in the old jewel box and to wear them on suitable occasions would certainly not be out of place. They are bought mostly for curios and in a collection of these mosaic ornaments there is much to be admired. Birds are perhaps the most characteristic theme used in the smaller jeweled pieces although many show reproductions of old buildings in early Roman days, and fountains and floral sprays. The collection of old jewelry is, of course, the pastime of the wealthy, but others can, in a small way, follow the example of those who are better able to pick up choice pieces. There is still much jewelry which was made in the 17th and 18th Centuries which can be worn today.



This Mosaic brooch of Bohemian origin with hand-turned gold edge was created during 17th century.

Richly beautiful is the dress-up special shown above. It has a halter neck and a lace insert in the yoke. There is a tiny separate snug-fitting jacket that buttons low in front to reveal lace yoke. Three color combinations.

Typical of heart-warming young styles is the charming formal of net and satin at right. The yoke-front of rich matching satin continues over the shoulders and down the back in a deep "V" to cascade in four deep "Rhumba Ruffles."



Soil cultivation is important because it breaks up the surface crust and aids moisture absorption.



Cultivation helps aerate the soil. It is the most effective method of weed control in your garden.

Cultivation Is a Magic Wand

By Bob Gilmore

THERE is a magic wand available for every amateur gardener. It comes under the heading of soil cultivation. The benefits of this ancient agricultural practice will help your plants grow bigger and better than they have ever been before. And you will gain more pleasure from your gardening.

For thousands of years farmers have cultivated the soil and reaped the benefits of bumper crops. It is not difficult to copy the methods of the commercial grower and the job

can be done without resorting to heavy or expensive equipment. Cultivating or tilling the soil at regular intervals will give your plants a big boost; in addition it will increase the attractiveness of your general scene.

There are undoubtedly hundreds of amateur gardeners in the Long Beach area who pay relatively little attention to soil cultivation; in fact, there are probably many who don't even know what the term means. Actually, cultivation consists of breaking up or loosening the soil.

One of the most significant benefits derived from this practice is weed control. If this type of plant life is allowed to make headway then you can be sure your ornamentals will suffer accordingly. Weeds have a habit of hogging the water and food that ordinarily would be utilized by your ornamentals or vegetables. Unless weeds are controlled they may ultimately

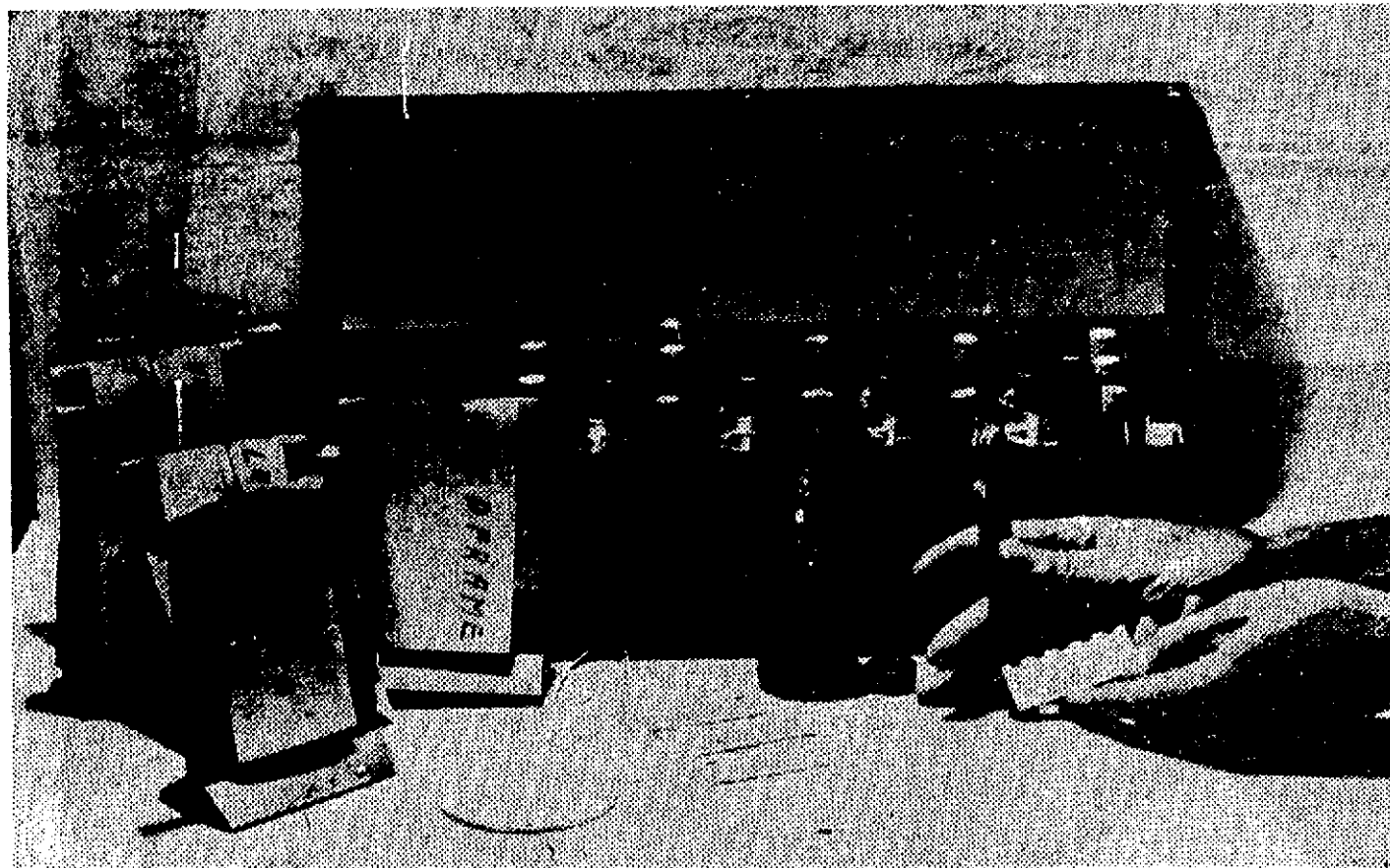
take over your entire garden.

Soil cultivation that is practiced for the purpose of controlling weeds should start as soon as it is possible to distinguish between weeds and the more desirable plants. Young weeds often can be removed simply by scratching the earth. The older the weeds are allowed to become the tougher will be the job of eradicating them. In their mature form the roots are often deep in the soil; dislodging them at this time is liable to also uproot your annuals and perennials.

Soil cultivation also has a bearing on the rate of water absorption into the soil. Ground that is not tilled often forms a hard, impenetrable crust. Because of this relatively impervious layer water will run off the surface faster than it will sink in. This means the moisture intended for your plants may drain off onto your neighbor's property.

THERE can be no general rules concerning the frequency of soil cultivation. There are too many local factors involved such as soil texture, type of plant, and amount of weed growth, both actual and potential. However, it is usually wise to work the soil a few days after watering to prevent the formation of a surface crust. This may be followed up with a second cultivation to eradicate any weeds that have appeared in the meantime.

Simply cultivating the soil is not sufficient to put it in first class condition. If the soil particles are of an inferior nature, cultivation by itself will not enable you to produce bumper crops or prize-winning flowers. Soils that are either too light (sandy) or too heavy (adobe or clay) should be improved with liberal quantities of humus. This material in the form of peat or well-rotted manures can easily be worked into the soil when it is cultivated.



With a soil-testing kit like that pictured above, every home gardener may diagnose and treat his own garden for the ills which result from too much or too little of needed elements in the soil, according to what is planted.

how to ascertain what element is lacking and what is too abundant.

There is a simple, accurate and very inexpensive method of obtaining this information—a soil-testing kit.

These kits can be obtained in various sizes at the local garden supply store; the smaller and most handy for the average gardener costing only a couple of dollars. The kits contain solutions to test the soil for acidity, nitrogen, phosphorus and potassium content to a very accurate degree. These testing solutions can be obtained from the kit manufacturer when they are exhausted so the kit will last as long as the gardener needs it.

To elaborate on the necessity of keeping a close check on the garden soil; the acidity of the soil is measured by its hydrogen concentration or PH. PH values run from 1 to 14; 7 being neutral and anything above 7 is alkaline; below is acid. The PH element in the soil is neutralized by applying lime, raised in alkalinity by the addition of lime, limestone or bonemeal. The PH quotient is lowered with aluminum sulphate, sulphur, or tannic acid used cautiously. Better still, a

liberal amount of peat moss, oak or pine leafmold, well-rotted hardwood sawdust, or pumice spaded deep into the earth will bring the acidity down nicely.

If acid-loving plants such as azalea, blackberry, chrysanthemum, orchid, rhododendron, magnolia and lupine are set out in soil of high alkaline content they will droop, turn yellow and drop their leaves and the roots will be stunted. Most acid-loving plants like a soil testing not more than PH 6.5, preferring a PH between 4 and 6.

ALKALINE-SOIL plants such as alyssum, carnation, mignonette, nasturtium, sweet-peas and phlox will react similarly if the rooting earth becomes acid. They become stunted, turn sickly yellow or reddish and droop.

The process of soil-testing with a kit is very simple. The kit is equipped with four sets of bottles and test tubes. Each

Forcing Bulbs for Gift Plants

By Eleanor Avery Price

LET BULBS help solve some of your gift problems. Nearly all of the tougher spring-flowering bulbs may be forced into bloom by Christmas. And the procedure is simple. All you need are containers of any kind—attractive ones being nicest, of course—and either earth, peat moss, water and pebbles, or mineral solutions.

Although growing bulbs in water to which chemicals have been added is probably the simplest way to force bulbs, you may feel safer using good garden soil, or, better yet, a soil made up of one-third peat moss, one-third sand, and one-third loam to which has been added a teaspoonful of plant food per pot.

Line container with soil, place bulbs with flat root end down, and cover with soil until tips are just buried. Press soil firmly and water generously. Set covered pots in a cool, dark place or in a well-drained cool garden corner until roots establish, which is usually in three or four weeks.

Then move containers into the light and uncover. After a day or so, place in a sunny window where temperature never gets below 50 degrees or higher than 68 degrees. From now on keep moist.

Bulbs that you do not wish to bloom until later may be left in storage until you are ready for them.

Many gardeners prefer to use peat moss for bulb forcing, although the rooting period is longer, usually from six to eight weeks. Fill pot with wet peat moss and bury bulbs with tips just covered. Place in cool, dark and airy spot, and water every other week. When root-



Here are some of the easiest spring-flowering bulbs of breath-taking beauty which may be forced into bloom for holiday gift plants: top left, bulbous iris; top right, amaryllis; lower left, ranunculus; and lower right narcissus.

ed, put out in the light, moving pot closer to the light as the plants grow. Remember, however, that direct sunlight will shorten the blooming period. Keep quite moist all of the time.

Tulips, especially the early-flowering varieties, are easy to force, but soil is required. Narcissus also are easy and grow rapidly in water. Freesias are good and are exceptionally beautiful.

Jonquils, hyacinths, particularly Roman variety in water, grape-hyacinths, scillas, snowdrops, fritillarias, alliums, ixias, crocus, and other spring-flowering bulbs may be forced successfully. Other tough bulbs that take kindly to indoor forcing are red-gold and gold ranunculus, some kinds of anem-

ones, particularly St. Brigid, bulbous iris, and exciting amaryllis. Force plenty of the amaryllis, for you will want some for yourself!

Should any of these bulbs not be in bloom by the holidays, they still make nice gifts and give the recipients something to look forward to pleasantly.

Feeding Bermuda Lawns

By J. J. Littlefield

Because Bermuda grass turns yellow for the winter, many gardeners sow annual winter grass and have a green lawn during the winter. Other gardeners feed Bermuda lawns heavily twice during the fall. This greens the Bermuda lawn and it stays partially green through the winter.

To green your Bermuda lawn for winter, apply six pounds of RED STAR Gro-Master to each 100-square-foot area of lawn during the third week in September. Be sure there's moisture in the soil before feeding and water down thoroughly after feeding. Follow up with another Red Star GRO-MASTER feeding in mid-October.

YOURS... An attractive plastic flower ring for unusual flower arrangements. A \$3.50 value for only 50c and the name "Red Star" or a red star for free on the Red Star product bag. Indicate desired color (gold, copper, green, or white). Mail to Dept. L, RED STAR, Downey, Calif., today.

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Red Star PLANT FOODS

AT BETTER GARDEN DEALERS

Be Your Own Garden Doctor

By Burleigh M. Beakley

MOST gardeners know there are acid and alkaline soils and that some plants, thriving on one element, will sicken and die on the other. They also know that the three most essential plant food elements are nitrogen, phosphorus and potassium and that some plants need more of one than another and if the wrong element is fed to them they will not react naturally; potatoes run to tops instead of root-tubers, tomatoes go to vine with no fruit, flower plants grow stalks and leaves and will not bloom. They know this but, in most cases, they do not know

how to ascertain what element is lacking and what is too abundant.

There is a simple, accurate and very inexpensive method of obtaining this information—a soil-testing kit.

These kits can be obtained in various sizes at the local garden supply store; the smaller and most handy for the average gardener costing only a couple of dollars. The kits contain solutions to test the soil for acidity, nitrogen, phosphorus and potassium content to a very accurate degree. These testing solutions can be obtained from the kit manufacturer when they are exhausted so the kit will last as long as the gardener needs it.

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Tips on Gardening

GARDEN tips for the week. . . the fall bulb planting season in the Long Beach area more or less officially gets under way during September. It is a short season at best and if you delay the best varieties may be sold out. You will find it wise, however, to postpone planting of tulips and hyacinths

until towards the end of October. These bulbs require a cool soil for best root development. In preparing your bulb bed add plenty of humus.

Ranunculus and anemones are a must in your bulb garden. They grow better in the Southland than in any other comparable area in the country.

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PYRACANTHA GRABERI Reg. 75c Gallon. NOW 59c
(large red berries)

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RANUNCULUS Bulbs — Super Jumbos 1" and up. Per Doz. 88c

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Cool Dishes for a Warm Month

SEPTEMBER is a warm month for Californians, but that shouldn't bother the cook. She can keep both herself and her kitchen cool with the right kind of menu planning.

And, along this line, did you ever try toasted mufflets with creamed chicken, as illustrated here?

This easy supper or luncheon goes together as quickly as magic. Crisp and nut-flavored shredded wheat cereal (the round variety) gets a brushing of butter, then a toasting in the oven. Meanwhile, you prepare the cream sauce and fold in chicken, peas and tasty mushrooms. Serve them together—and watch them disappear.

Of course, you'll want to complement this savory dish with a crisp summer salad, your favorite one. Here's the recipe

When days are warm, appetites jaded, these ideas will tempt palate, keep kitchen, cooks cool.

By Mildred K. Flanary

for toasted mufflets with creamed chicken:

Toasted Mufflets With Creamed Chicken

6 mufflets
1/4 cup butter or margarine
1/4 cup flour
3 cups milk
1 teaspoon salt
1/4 teaspoon pepper
1 cup diced cooked chicken
1 cup cooked peas
1/2 cup sliced mushrooms
Brush mufflets with melted butter and place in moderate oven (350°F.) 10 minutes. Melt butter or margarine in double boiler. Blend in flour until smooth. Add milk, stirring until thickened. Add salt and pepper. Fold in chicken, peas and mushrooms. Serve over toast-

ed mufflets. Makes six servings.

Meals on a platter, too, are clinches for September—they're cool and appetizing. Cold cuts needn't be the mainstay, either. Here's a satisfying meal-on-a-platter that relies on savory mushroom-stuffed eggs and spiced shrimp for heartiness.

Place the shrimp on cool crunchy rounds of cucumber. Alternate with the stuffed eggs around a heap of your favorite salad greens on a huge platter. Accompany with salad dressing and maybe a plate of sliced tomatoes. Add crisp French bread, a cooling beverage, and you have a meal.

Mushroom-stuffed Eggs

8 hard cooked eggs
2 tablespoons mayonnaise
2 tablespoons chili sauce
1/2 teaspoon salt
1/2 teaspoon pepper
1/2 teaspoon dry mustard
1 3-oz. can chopped broiled mushrooms
paprika

Remove shells from eggs and carefully halve lengthwise. Place the yolks in a mixing bowl and add the mayonnaise, chili sauce, salt, pepper and mustard. Mix together thoroughly. Drain mushrooms, re-

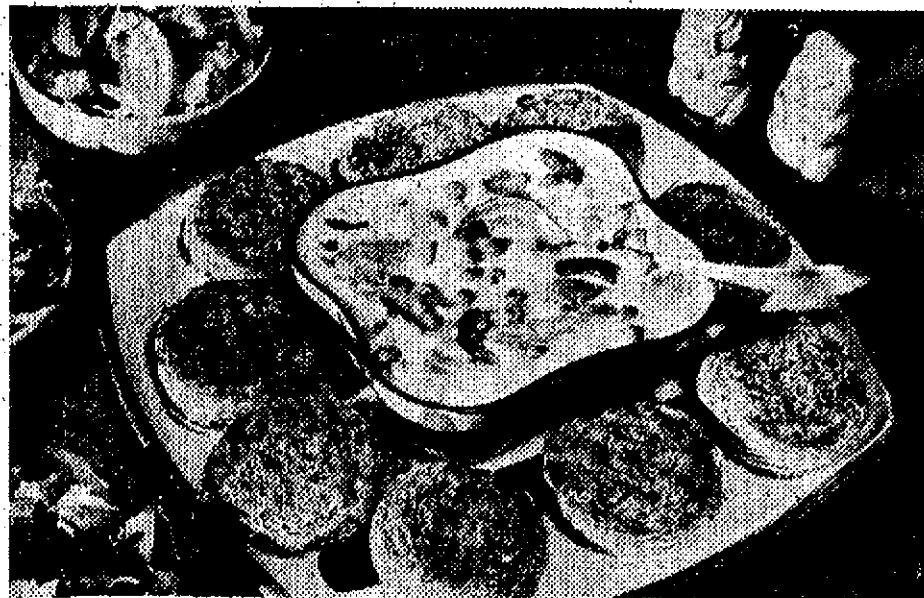
serving broth for other use. Finely chop the mushrooms and add to yolk mixture. Lightly stuff the whites with the yolk mixture. Place eggs in covered container and chill thoroughly. When ready to serve, arrange on platter and sprinkle with paprika.

Spiced Shrimp

1 cup dry white wine or water
1/2 cup white vinegar
2 cloves garlic, sliced
1/2 cup thickly sliced onion
2 tablespoons mixed pickling spice
1 lb. small shrimp, fresh or frozen
1/2 teaspoon Tabasco sauce
1 teaspoon salt
1 teaspoon celery salt
1/2 teaspoon ginger

Combine wine, vinegar, garlic, onion and pickling spice in saucepan. Bring to boil and cook, covered, over low heat for 10 minutes. Remove from heat and let stand 30 minutes, then strain. Meanwhile remove shells from shrimp. Add Tabasco, salt, celery salt and ginger to strained pickling solution. Bring to boil and add shrimp. Cook, covered, until shrimp is just tender, about 5 minutes. Place shrimp in pint jar and cover with pickling solution. Chill overnight. Serve on cold salad platter.

Desserts, too, should be in keeping with the main summer theme, and what sounds cooler than a frozen dessert?



Toasted Mufflets with Creamed Chicken, a tempting spread, likes being served at luncheon or dinner.

You can almost keep the mercury down just thinking about ice cream.

True, you can't serve ice cream every day during hot September, but you can serve it often if you have a variety of ways to put it on your menu. One of the nicest compliments to smooth ice cream is a crisp-textured cereal. You can use the cereal as a sundaes-style topping, as in this recipe for choco-bran crunch... or fold it into the cream when you make banana crunch ice cream. Here's the details for fixing them both.

Choco-Bran Crunch

1 7-oz. package semisweet chocolate bits
2 cups prepared bran
1/2 cup chopped nut meats
Melt chocolate bits over hot water. Add bran and nut meats. Spread on greased cookie sheet and separate shreds with forks.

and separate shreds with forks. Cool. Serve as a topping on puddings or ice cream. Yield: 12 1/2 ounces (3 cups).

Banana Crunch Ice Cream

3 cups oven-popped rice
1/2 cup brown sugar
1/2 cup chopped nutmeats
3 tablespoons butter or margarine
2 eggs
1/2 cup honey
1 cup mashed bananas
1/4 cup teaspoon almond flavoring

Crush cereal into fine crumbs; mix with brown sugar and nutmeats. Melt butter in heavy frying pan; add cereal mixture. Cook, stirring constantly, until sugar melts and caramelizes slightly. Beat eggs with honey until thick; stir in bananas and flavoring. Beat cream until stiff; fold into banana mixture. Pour into 2 1-quart refrigerator trays and partially freeze. Remove from trays; fold in 1/4 of crumb mixture and spread in trays. Sprinkle remaining crumbs over top, return to refrigerator and freeze until stiff. Yield: 2 quarts of ice cream.

Make your fluffy cooling dessert in the morning, especially when the weather's warm. A timesaving plan is to stack the breakfast dishes in the sink and then whip up an elegant dessert. Do the breakfast and the food preparation dishes all at the same time. Today we suggest, divine parfait, and here's the recipe.

Divine Parfait

1 cup sugar
1/2 cup water



Choco-Bran Crunch is easy to prepare, easy to look upon, very easy to serve, and still easier to eat!

3 egg whites, stiffly beaten
1 teaspoon vanilla
1 cup crushed pineapple, drained
1 cup heavy cream, whipped

Combine sugar and water in small saucepan. Attach candy thermometer to side of pan so that end of stem is just off bottom. Cook to

236° F. (soft-ball stage). Beat egg whites and cream in separate bowls until stiff. Pour hot syrup over egg whites slowly, beating until cool. Fold in vanilla, crushed pineapple and whipped cream. Pour into refrigerator tray and freeze at coldest temperature until firm. Reset control to normal.

Fall Salads

Late Summer Salad

1 cup ripe olives
1 1/2 cups cottage cheese
1/2 cup sliced celery
few drops Worcestershire sauce
few drops Tabasco sauce
6 medium-sized peeled tomatoes
onions or celery salt
lettuce
mayonnaise
pickle relish

Cut olives from pits. Combine olives, cottage cheese, celery and Worcestershire and Tabasco sauces. Blend thoroughly. Hollow out centers of tomatoes and sprinkle with

onion or celery salt. Drain well. Stuff with cheese mixture. Place on shredded lettuce, top with mayonnaise and a generous spoonful of pickle relish. Serves 6.

Waldorf Cream Salad

1 package lemon flavored gelatin
1 cup boiling water
1/4 cup lemon juice
1/2 teaspoon salt
1 cup cold evaporated milk
1/2 cup chopped celery
1 cup chopped unpeeled apple (1 medium)
1/4 cup chopped pecans

Dissolve gelatin in boiling water. Add salt and lemon juice. Chill until gelatin mixture begins to thicken. Stir in cold milk gradually and mix thoroughly. Fold in the apple, celery and nuts. Pour into individual molds and chill until set. Makes 6 3/4-cup servings.

Stuffed Tomato Salads

4 medium-sized tomatoes
1/2 cup pimiento-stuffed California green olives
2 hard-cooked eggs
1/2 cup chopped celery
1/4 cup mayonnaise
1 teaspoon vinegar
1/2 teaspoon salt
dash black pepper
salad greens

Scale tomatoes and slip off skins. Cut off tops and hollow out centers. Turn upside down to drain thoroughly. Chill. Slice olives and dice eggs. Dice and drain tomato centers and combine with olives, eggs and celery. Blend mayonnaise, vinegar, salt and pepper, and add to olive-egg mixture, mixing lightly. Arrange tomatoes on salad greens, and heap with salad mixture. Serves 4.

Peach Ice Box Cake

6 tablespoons cream corn starch
4 tablespoons sugar
1/2 teaspoon salt
3 cups peach nectar
3 egg yolks, beaten
1/2 cup cream
4 cups angel or sponge cake cubes

Combine cream corn starch, sugar and salt. Gradually add peach nectar. Heat to boiling over direct heat and then boil gently 2 minutes, stirring constantly. Gradually add to beaten egg yolks, mixing thoroughly. Return to heat and cook 2 minutes. Cool slightly, add cream. Fold in cake cubes. Pour into waxed paper-lined loaf pan. Cover with waxed paper and chill 4 to 6 hours. Unmold on serving plate. Garnish with whipped cream and fresh or canned sliced peaches.

When an unsliced loaf of bread has become dry... try:

Quick Coffee Squares

Cut thin crusts from all sides of an unsliced loaf of dry bread. Then cut into 2-inch squares. Dip bread squares into honey-flavored "Sweetose." Drain on waxed paper a few minutes. Place on well-greased cookie sheet. Sprinkle with cinnamon and chopped nuts. Bake in hot oven (450°F.) 10 minutes or until nuts are toasted. Serve immediately.

A GOOD SCHOOL-DAY BREAKFAST



The amazing protein value of one ounce (1/2 cup) of Kellogg's Corn-Soya with 4 ounces of milk equals that of one egg with three slices of bacon. This crispy, delicious ready-to-eat cereal gives your children real nourishment, and you don't have any cooking or muss.



The wonderful stays-by-you nourishment of Corn-Soya gives your children zip to go on all morning long. A substantial, filling food, it helps keep them from getting hungry before the lunch bell rings. Get your family into the good-eating habit of Corn-Soya for breakfast.

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Big Game Hunter

By Don Hastings

SWABBING decks and polishing brass aboard Leo Carrillo's yacht Thelma is a diminutive deckhand, little known here, but who in the Far East is rated as the world's third-ranking big game hunter and trapper.

John A. Royola, whose middle initial stands for Aranas, not adventure as well it could, is temporarily restricted from continuing his flourishing career as a hunter due to the political and economic chaos which has engulfed the Far East. He has spent the summer in the employ of Screen Star Carrillo before returning to Los Angeles City College as a student of biology and to his experiments in cancer serums produced from venom of poisonous snakes.

Following his last bring-em-back-alive expedition in 1948, Royola, who stands but five feet, four inches tall and who is 28 years old, found that he

could not transfer his money from British, Belgian and Dutch-controlled colonies because of the foreign exchange freeze by those countries. Unable to transfer his money here to finance another expedition from the United States and because of Communist uprisings in the Orient, Royola decided to remain in America until conditions are improved in the Far East.

THE YOUNG hunter's striking resemblance to Sabu, Indian motion picture star, once resulted in his employment as Sabu's double while in Hollywood as technical adviser on the filming of jungle scenes.

Royola is a native of the Hawaiian Islands and his father was a Filipino Presbyterian missionary. He began

his career of big game hunting about 12 years ago. Prior to heading his own expeditions he was associated with Frank Buck, Osa Johnson and the late Martin Johnson. Royola is rated second only to Buck and Mrs. Johnson as a trapper and hunter.

The deepest jungles of the Belgian Congo, Kenya, Burma, Portuguese East Africa, Sierra Leone, Malaya, India, Borneo, and the South American Amazon regions have been penetrated by the young hunter on his numerous expeditions. His travels have taken him four times around the world.

His last expedition was into Malaya and Siam and resulted in a catch of 14 black cobras, three black panthers, six leopards and numerous anthropoid apes. On a safari into Siam in 1946 his party trapped 17 elephants.

ROYOLA has for several years supplied deadly reptiles to herpetologists and medical centers. The snake venom is used in the manufacture of serum for the deadening of pain in cancer patients, clotting of blood in hemorrhage cases and the production of anti-snakebite serum.

It was through association with herpetologists and scientists at medical centers that Royola became interested in serums and antitoxins and was led to the research he has done at Los Angeles City College.

Animals taken by Royola on his expeditions have been purchased by the Brooklyn, N. Y., Zoo, Brookfield Zoo, Chicago, Ill.; Anthropoid Ape Research Foundation, Warm Springs, Fla., and numerous other zoos in the United States, Canada and Europe.

Royola finds life a bit tame as deckhand aboard a yacht after a series of adventures which include being bitten three times by king cobras and having two ships torpedoed from under him during World War II. He hopes soon to be trekking through the jungles again in quest of beasts and reptiles.



John A. Royola, big game hunter and trapper idled by political troubles abroad, displays two orang-outangs.

Camera ANGLE



Some of the best animal pictures are made when pets are being fed. Animals are most alert at that time.

By the Shutterbug

SEVERAL weeks ago I happened to see a fine color picture of an election scene which had been made by one of the country's outstanding photographic studios. A line of people waiting to step into the voting booth were shown in a typical small town hall and the picture was full of homely touches which made it real: The picture of George Washington on the wall, the commuter with newspaper under his arm, a small kitten arching his back as one of the waiting voters scratched his neck.

Knowing that shots such as this involve a good deal of careful preparation, I asked the man who made it how he managed to pose the kitten and get it to stay still until he had the picture just right... and was ready to shoot. "Easy," he told me, "we just rubbed a bit of catnip on the fingers of the man scratching him."

The point of this story is that tricks like this are often necessary if you're going to get successful shots of animals. And they are easy to bring about with a bit of ingenuity. When you plan your animal pictures, arrange some means of making certain that the animal's attention will be focused where you want it.

Experience proves that one of the best times to picture any animal—whether around the house or at the zoo—is feeding time. They're naturally alert then. It's easy to get good pictures when an animal is eating and you've little worry that your subject will move suddenly.

A second good point to keep in mind in picturing animals and pets is that young animals always lend themselves to charming pictures. Like children, kittens, puppies, and bear cubs have their own appeal. While it takes patience to catch

them in just the pose you want, the snaps are worth the effort. And third, be sure to make close-ups when shooting animals. Like people, a pet has personality and it can't be captured easily when you're 20 feet away from your picture subject. So move close in—say six to 10 feet—where you can get a "big" image of the animal. You'll find that this helps a lot.

In fact, you'll find that most of the rules which hold for shots of people hold good for pictures of your pets or other animals. If you are seeking new camera subjects, try them. You'll find fine snapshot material at the zoo, on a farm, or in the pets around your household.

A NEW film of extreme versatility, ready for distribution this month by Ansco, is identified as New Improved Superpan Press and replaces Superpan Press Film, the first ultra high-speed sheet film in 1937.

The new film will be provided first in sizes 5x7 and 8x10, then in 4x5, and later in sizes 2 1/4x3 1/4 and 3 1/4x4 1/4. It is said to possess versatility for all kinds of uses, with various types of light sources, and is equally suitable for the press photographer, portrait photographer, commercial illustrator, industrial or scientific photographer. The versatility is reported achieved through a combination of ample reserve speed for fast action shots or conditions where small lens apertures are necessary; brilliant gradation with high-speed flash exposures; and favorable developing characteristics for either brilliant or soft negatives according to requirements.

Developing characteristics make it easy to develop not only the brilliant, full-bodied negatives preferred by press photographers and commercial illustrators, but also the soft negatives with full shadow gradation which are characteristic of portrait work.

Bells of the Missions

By Ethel E. Bangert

UP AND DOWN our state are many old mission trails. Traveling upward we find they start at the San Diego de Alcalá (built in 1769) and end at the San Francisco's Solano Mission (built about 1823.) Within the quiet courtyards of any of the missions nothing is more compelling than the gentle, melodious tones that drift down from the aging bells in the towers overhead.

The music of the bells is a dear and familiar sound to those who live near the old mission churches and it is only a short time until any visitor to the mission learns that the bells shared and shaped a great deal of California history.

The lights and shadows that often play across such courtyards, with their tumbling flowers shifting under the sun is as varied a pattern as the history that was made in this western land.

The Spaniards had a curious belief that it was an omen of great good if a bell cracked during a significant ceremony. They had a splendid boast of arrogance, "For us even the bells crack when they ring."

The power of the bells was used to impress and awe the more incorrigible Indians of the missions. In one, when the padre tried to ring the Angelus, the bells only gave forth a muffled sound. He soon discovered they had been stuffed with tumble weeds and suspecting one of the neophytes who often rebelled against the early morning services, he called his flock together. He told them what had happened and announced that he was going to call the roll and that when the name of the Indian who had desecrated the bells was read they would reveal his guilt by their angry tolling. When he came to the name of the suspected mischief maker the bells, apparently of their own volition pealed sonorously. The Indian, not knowing of the previous arrangement made by the Padre with his assistant, was frightened almost out of his wits by this sign from Heaven. He confessed.

IN THE Santa Clara Mission the bells never failed to ring mightily for more than 130 years. They were a gift from King Carlos of Spain who presented them in 1798 to the mission fathers on the condition they should be rung every

HERE'S AN IDEA:

Decorating an Entry

By Peggy Sewell

MRS. RICHARD HEALD of 1037 Marshall Pl. has proved that a small entry can achieve an identity as important as that of a large entrance hall. Every detail was given careful consideration so as to blend harmoniously as a decorative unit.

Mrs. Heald solved the problem of where to put the door chimes by using them as an integral part of her decorating scheme. They were placed in a long, narrow niche to the left of the entry closet where the design on the tone box and the brass of the chimes add greatly to the character of the room.

To the right of the closet, in a corresponding position to give symmetry and balance, a similar niche with shelves was constructed. Mrs. Heald uses the shelves to display a valuable heavy brass egg cup and tray set which was collected by Mrs. Heald's mother while traveling through India.

Both of the niches were painted a deep shade of rose to match the color used on the ceiling, making an ideal background for the brass accessories. The wallpaper used was beige with peacocks amid a profusion of red, pink, blue and green flowers which gave dramatic emphasis to the whole. Mrs. Heald achieved this



The ages-old fascination of bells is nowhere better exemplified than in Mission Inn's Garden of the Bells.

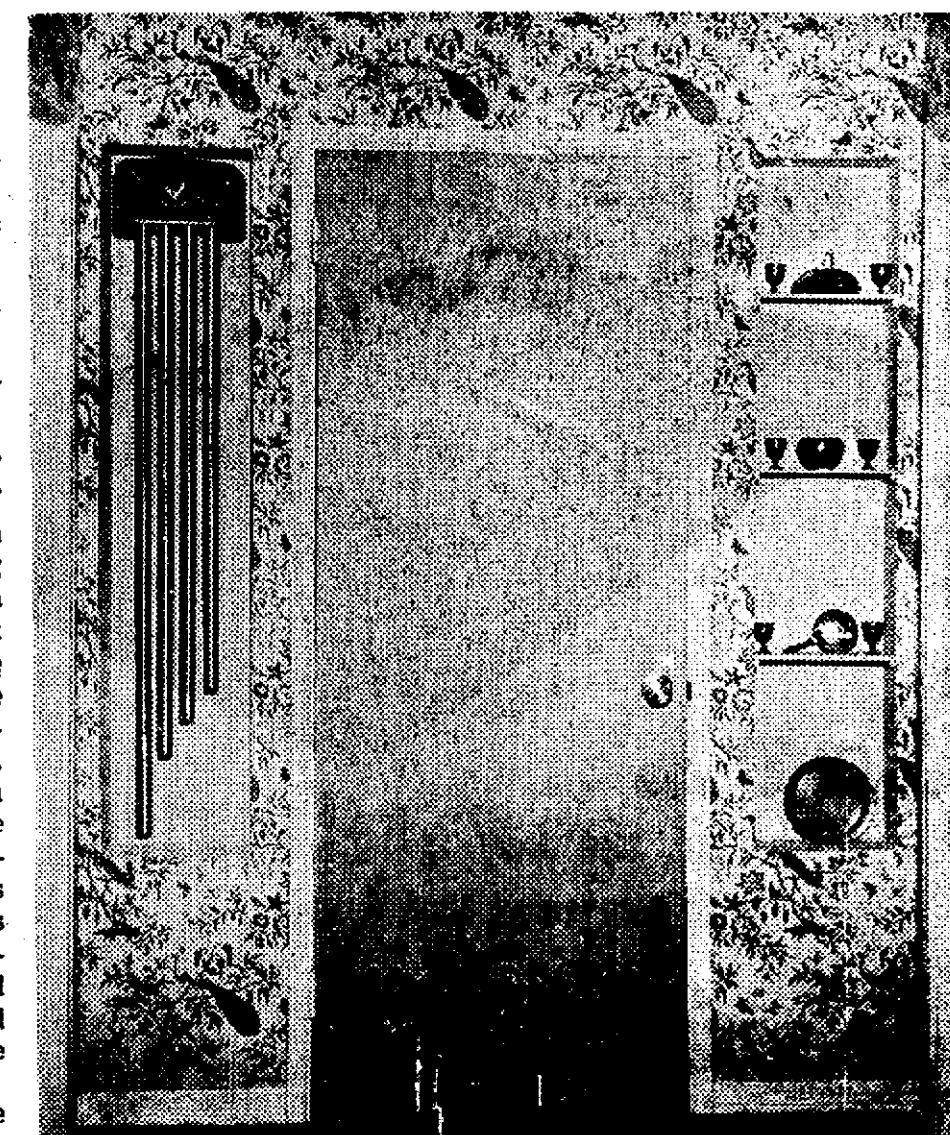
night. It has not been easy to keep that promise to the king. Twice the mission was shattered by floods and earthquakes and in 1926, the entire structure was destroyed by fire, excepting one wall. The students of a nearby college dragged one bell from the burning embers set it up on a scaffolding and the president of the student body solemnly rang the bell although the beloved mission lay in a mass of blackened ruins. After the bell rang out its brave challenge to the elements, it was not long before another building rose on the site of the ruins and another tower was made ready for the faithful bells.

In the Mission Inn at Riverside there is a court of bells. Here the fascination of bells is almost tangible and the age-old love of these musical symbols of power is evident. It was true for many centuries that "he who commanded the bells commanded the town," because by ringing the bells he could assemble forces for defense or insurrection. In those near-forgotten days, the bell combined the function of clocks, newspapers, radio and telegraph. For example, in feudal days in England a bell at evening signified that it was time to "cover the fire" and it was called, therefore "curfew." Bells opened shops, warned travelers, summoned worshippers to church, closed the gates

of a town, marked time at sea, warned ships off dangerous water. For many years every event, trivial or of great importance in the lives of many people, was announced by the ringing of bells.

THE COLLECTION in the Mission Inn is one of the best. Bells from every corner of the globe are included and among them is one of the oldest in existence. It dates back to 1247. Others are from Russia, from the Sudan, from the world famous Hospice of the Great St. Bernard in the Swiss Alps. There are camel bells from Jerusalem, gambler's bells, a prayer gong tipped with yak horn from Tibet and a curious old one standing two feet high and weighing 150 pounds, from the island of Attu. When rung the tones of the old bell are still pure and melodious.

Fire bells which summoned the vigilantes in old San Francisco are included and another, the bell from the Young American fire house, was returned to Sutter's Fort in Sacramento. This in its day, rang out gladly to tell of the driving of the golden spike when west met east by rail, and rang sadly to announce the assassination of President Lincoln. There are many others. Some are Chinese. China, the mother of many inventions, is credited with casting the first of the world's large suspended bells. One, still in China however, was cast about 1408.



Chimes on one side of closet shelves on the other, plus color, achieve real identity for small entry.

most attractive entry by the simple expedient of careful planning. She knew that the entry of her home, even though

small, is important. By executing carefully thought-out plans, her entry now makes a lasting impression with guests.

Sea Shell Jewelry

By Bert Resnik

EVER STIFLE that inclination to be an artist simply because you dislike getting paint smeared all over yourself and the things near you?

If you have, you can stop stifling because Mrs. Lillian Land, 5878 Linden Ave., has come up with the solution.

It's simple—just don't use paint. Use sea shells instead. The local woman's walls are adorned with shell pictures. She favors bouquets of flowers, but sees no reason why other subjects cannot be portrayed with the same medium.

Before starting on the pictures, she recommends practicing by making shell jewelry. This practice period need not be considered a waste of time because the resulting brooches, lavallieres, and earrings are currently very popular feminine accessories.

If you're eager, you can make

yourself a pair of earrings in two hours while you're learning. Mrs. Land can make a set in 10 minutes.

Here's the process:

First, obtain the shells and a tweezer. The shells should range in size and color. They may be purchased already dyed and are quite inexpensive, says Mrs. Land. Select two of them for the centerpiece, keeping in mind the kind of flower you want the finished product to represent. Place a drop of glue on each shell and then put them both on a glass plate.

If it's a rose you want to make, repeat the same process with five slightly larger shells and place these around your centerpiece. Seven additional sea shells surrounding this ring constitute the flower's petals.

In the next step, the flower is glued to a small plastic disc. Three pointed "vibex" shells, lacy in design, may then be



Lillian Land demonstrates how she makes attractive jewelry from sea shells.

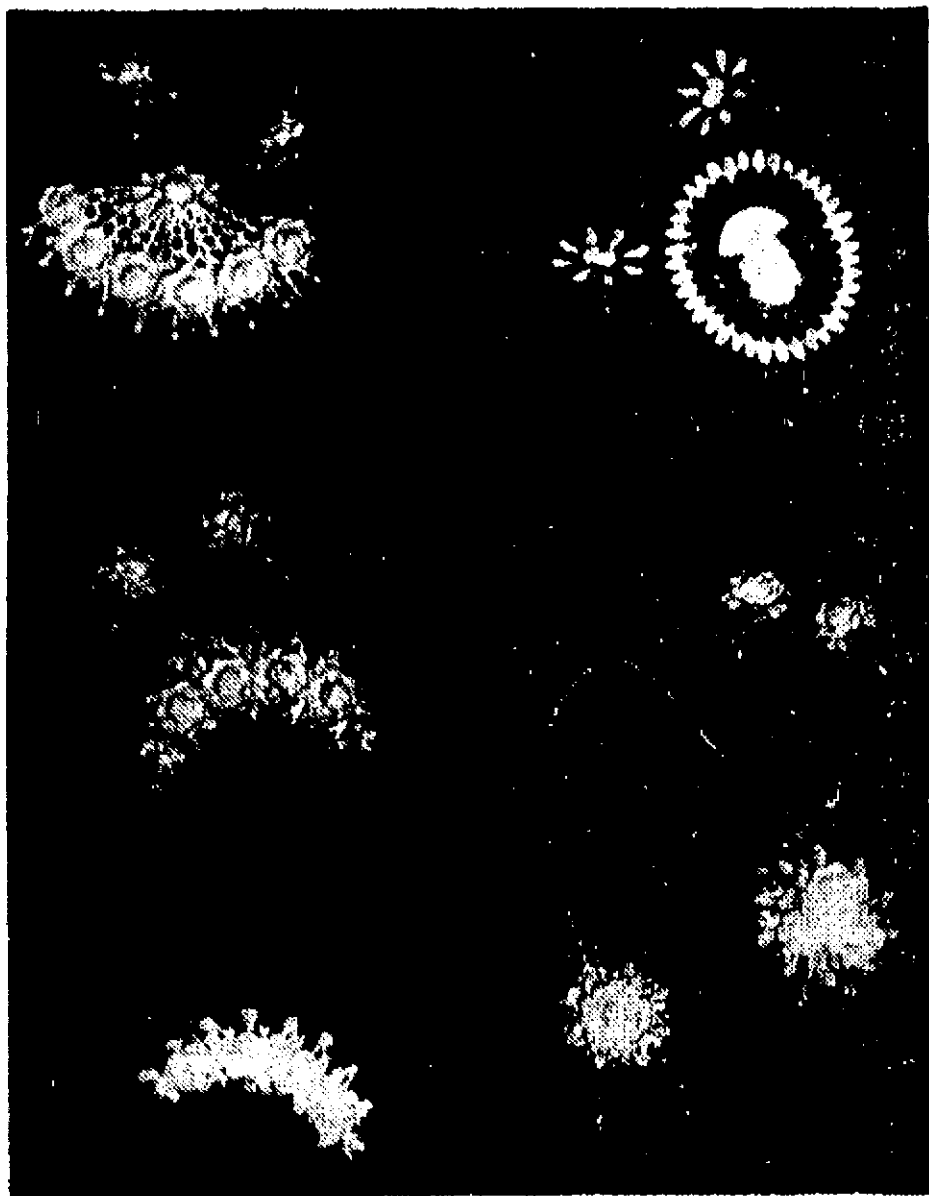
placed at angles to set off the design. When you glue on a little ear screw, your job is finished.

The jewelry and the shell pictures make wonderful personalized gifts, in Mrs. Land's opinion. Making the pictures takes a little longer—an evening for Mrs. Land—but the result is well worth the effort.

"One thing I can assure," Mrs. Land stated, "most everyone who takes up this hobby will find it fascinating."

Half Walls

THE ANSWER to that problem of dividing up the dining-living room needn't be a made-to-order special or a furniture arrangement that looks better on one side than the other. It can be a half-wall of the handsomest furniture in the house, a grouping of the new unit ensemble furniture shown at the preview markets in Grand Rapids. Made to fit together back-to-back as smoothly as side-by-side, these units include beautiful drawer chests and door pieces as well as open shelves. The half-wall may store dishes, linens and silver on the dining side, books, decorative pieces and phonograph records on the other. All are fine mahogany that will be as much at home in tomorrow's big house as in today's small apartment.



Here is some of the pretty jewelry that Lillian Land has made from sea shells. You can do the same.

Guide to Play

By Dr. Katherine Whiteside Taylor

SEeking help in guiding the play life of her child, a mother asks: "What kind of play equipment should we provide for our preschool child to keep her happy and give us a little peace? She tags me around asking 'What can I do now?' and never wants to be alone for a minute."

Parents are wise to seek help in planning a happy and creative play life for their children. A preschool child's play life is more than fun. It is a most important kind of education. It is essential to all-around wholesome growth. Children who play most grow best in body, mind and spirit. With adequate play equipment and opportunity they develop active, vigorous bodies, skills in using materials, constructive interest and zestful attitudes. By playing together they learn the important lessons of give and take, of helping and enjoying one another.

While every child should develop capacities for playing happily alone, especially with creative and constructive materials, parents should remember that learning to get along

happily with people is perhaps even more important. Since learnings are rapid and some permanent patterns set in the impressionable first few years, every preschool child should have abundant opportunity for both kinds of play.

In helping him develop zestful interests that can be carried on alone, equipment and materials for active and constructive play should be given major emphasis. A climbing bar or ladder, kiddie car, sandbox with water to use in it on warm days, empty boxes and large blocks to build with, large paper with jars of bright paint and inch-wide brushes, molding clay, and by 3½ or 4 years, a pounding bench with small hammer, large headed nails and soft bits of wood for making primitive "airplanes," "boats," "cars," "houses." A bag of discarded finery and window curtains for dress-up and make-believe will stimulate playing "mama" and "papa" and acting out nursery rhymes.

BUT ALL of these activities are more fun and provide more learning when two or more children close to the same



Children learn many valuable lessons in play, such as acquiring knowledge of how to get along with others.

age share in them. Parents should make consistent efforts to secure congenial playmates for their children and take turns supervising them informally in one another's backyards and rumpus rooms.

More than this, parents should see that every preschool child has one or two years' experience in one of the carefully guided preschool observation groups and/or co-operative nur-

sery schools organized under the family life education program of the Long Beach City College. By entering either type of group, parents learn as much as children by making planned observations of their activities and receiving expert guidance in providing for their needs so well that discipline is effortless and obedience cheerful.

Parents wishing to enter their children in a preschool obser-

Pet PARADE

By Helen L. Gillum

EVER see a hamster? Earl Price of Paramount has more than 200 of these furry little chipmunk-like animals and he thinks they're just about the grandest pets he could imagine.

All domestic hamsters are direct descendants of one female and her litter of 12 found in 1930 in a deep burrow near Aleppo, Syria, by a roving scientist. These newly-discovered rodents were taken to a Hebrew university in Palestine, where experiments proved them to be valuable as laboratory animals. Since then, laboratories in America and other countries have adopted hamsters for scientific study. However, his friendly

nature, small size, and clean habits have boosted this tiny creature right to the top of the pet list in many American homes. In fact, here in the United States hamsters have earned the nickname of "toy bears" because of their lovable nature and easy-going disposition.

Hamsters belong to the family "rodentia," which includes rabbits, chinchillas and chipmunks. He is about the size of a white rat, has a short, pointed tail and fur resembling the mole's in texture. He is a rich golden brown on the back, and white on the stomach. Large pouches extend from each shoulder to the inside of each cheek.

No pet is easier to house and feed than the hamster. Earl keeps his in cages made of square five-gallon oil cans. By removing one end of the can, covering this opening with wire, and laying the can on one side, an ideal pen is made. Cages can also be fashioned from rabbit wire. Wooden packing boxes can be used, but it is well to reinforce them with wire. For, although hamsters are normally contented, "stay-at-home" animals, they will occasionally gnaw through wooden pens. Straw, sawdust, or dried grass are excellent bedding materials, especially for the females and their young.

Nothing makes a hamster happier than a handful of wood shavings, sawdust, or paper cut into strips. Heaping this material in one corner of



Hamsters make fine pets. They do not bite, have no diseases or parasites and are clean and odorless.

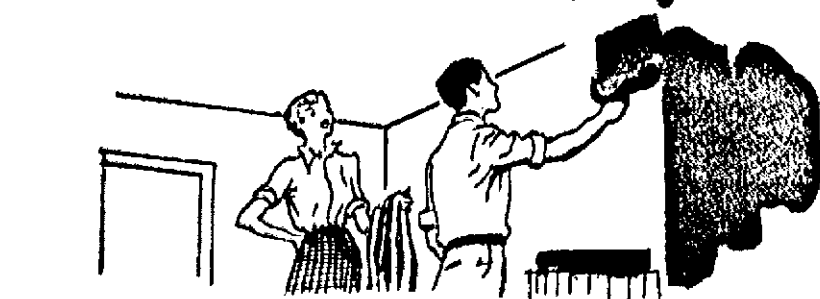
his cage, he burrows deep into it. Curled into a tight little ball, he falls asleep. If someone shakes the nest a trifle, however, he scrambles out to see what has happened.

HAMSTERS eat most anything that human beings do. Earl's hamsters stay healthy on a diet of dog pellets, potatoes, and lettuce leaves. Although Earl keeps fresh water before them, they seem to ignore it, preferring to get needed moisture from the green food they consume. Hamsters reproduce rapidly. They have the shortest gestation period of all animals—

only 16 days. Their average litter numbers eight, and these newborn ones are only half an inch long. But they are mature at two months of age. Earl says it isn't wise to disturb the tiny ones because the mother may gather her babies into her shoulder pouches, where they promptly smother to death.

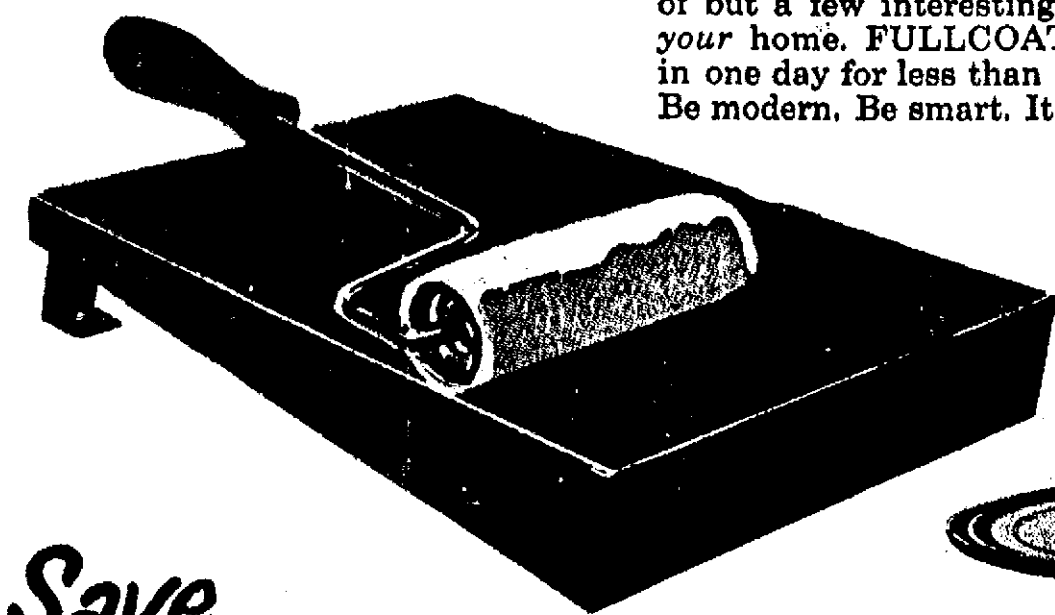
Hamsters don't bite. Neither do they have diseases or body parasites of any kind. They are clean and odorless. They can be kept in a small cage on the back porch or in an out-of-the-way corner of the garage. And, best of all, they can be taught simple tricks!

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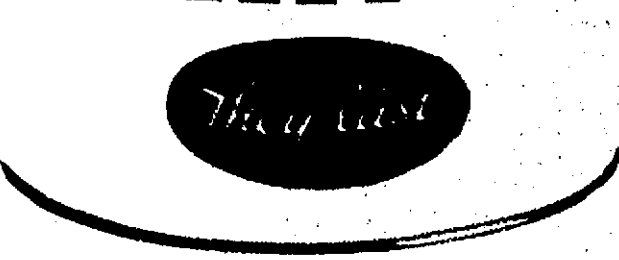


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EASY TO CLEAN
damp cloth removes soil, smudge

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sunny pastels and dozens of deeper shades and tints

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ECONOMICAL
gallon does average room—costs less than six dollars

EASY TO PAINT OVER LATER
cuts redecoration time and costs

Simply Add Buttons

By Lucretia Roper

DAUGHTER likes that "different look" too so why not give her another school outfit merely by combining a few yards of grosgrain or velvet ribbon in contrasting colors. Add the buttons and you'll have a charming suspender and beanie set.

Ribbon required is 3½ yards of 1½" wide and about 3 yards of contrasting ribbon which is ½" wide. Completing the ensemble are 55 buttons ¾" in diameter.

Sewing directions are simple with ¼" seams allowed. Fold an end of each suspender strap (wider ribbon) and of each contrast suspender strap and stitch ¼" wide seams across the bottom. Turn it right side out forming mitered points and press. Place the contrasting strip on the wider ribbon and stitch close to the edges. Be sure to match centers and have the short straight ends even.

For the cross strap, miter both ends of contrast cross strap, match centers and stitch close to all edges of contrast cross strap. Turn raw ends of strap ¼" to the right side and press. Place up 6" from waist points and baste. On the right side, stitch across width of cross strap along previous stitching. Decorate with buttons.

Using the same principle, make the cat by first measuring the lengths of bands for the head. Prepare the contrast strap the same as the suspenders by mitering the points. Attach the cross straps by turning raw edges to the right side and stitching them along the previous stitchings on right side. Place one strap across the other, form a 3-looped trimming and attach to center. Decorate catot with buttons as shown in illustration. It's an accessory even the Junior Miss may make for herself.

(Advertisement)
WHEN SLEEP WON'T COME AND YOU FEEL GLUM

Try This Delicious Chewing-Gum Laxative

When you roll and toss all night—feel headache and just awful because you need a laxative—do this... Chew FEEN-A-MINT—delicious chewing-gum laxative. The action of FEEN-A-MINT's special medicine "peroxide" the stomach. That is, it doesn't act while in the stomach, but only when farther along in the lower digestive tract... where you want it to act. You feel fine again quickly! And scientists say chewing makes FEEN-A-MINT's fine medicine more effective—"readies" it so it flows gently into the system. Get FEEN-A-MINT at any drug counter—25¢, 50¢ or only... 10¢

FEEN-A-MINT FAMOUS CHEWING-GUM LAXATIVE



Gay grosgrain or velvet ribbon, plus buttons, gives daughter's skirt-sweater set that "different look."

Plastic Drapes

By Caroline Coleman

THE TIME is gone when the urge to "do over" a room meant wishing for fancier, costlier things for its furnishings and a more impressive, up-stage effect. We still do over rooms to bring them up-to-date, but good aims in decorating and furnishing today make a room a greater joy to live in, give it an inspired color scheme rather than don't-touch-me elegance, makes it more useful and easier to care for.

Plastics play more of a part every day in bringing easy-to-care for color and patterns into the living room as well as the rest of the house. Draperies particularly are making plastic news these days and you'll see much more of them, in new qualities and decorative patterns in the months to come.

What about these new plastic draperies? Why plastic draperies?

Because you want good looks first of all in draperies, it's the new decorator patterns and colors that are making the new plastic draperies popular. And of course because they're a lot of room decoration for a low original price and low cost of upkeep.

They need never be dry cleaned or ironed, can be wiped off with a damp cloth or dipped in sudsy water. Wrinkles hang out.

What about new qualities? New qualities of vinylite plastic material gives draperies softness that makes them hang well, makes them resistant to fading, cracking, stretching, shrinking and staining, mold, mildew, and moths. The material will not support flame.

In general, there are two qualities, those of lightweight material which are narrower and limited as to design, and a quality which is twice as heavy which is made into more highly styled, wider draperies tailored with self-pleating headings.

Can draperies be matched? Ready-made plastic draperies of the better qualities are matched by plastic material by the yard for dressing table skirts, bedspreads, chair cushions and for hanging complete walls. This material can be sewn on home sewing machines with a long stitch and a fine needle, and preferably with nylon thread. Bedspreads and dressing table skirts readymade match some of the draperies.

Public Demand for New Cars Still Is Heavy

By DAVID J. WILKIE
Associated Press Automotive Editor.

DETROIT, Sept. 17. (AP) So far this year the auto industry has built better than a million more passenger cars than it did in 1948.

The figures show 3,578,275 passenger cars turned out to date this year. At the same point last year total assemblies numbered 2,571,950 cars.

With the export market still lagging, nearly all these vehicles have been absorbed by a still car-hungry public—at a rate of more than 400,000 units a month for the last several months. Of course, the production figures include a considerable number of vehicles in dealers' stocks and on route from the factories.

DEMAND STILL HEAVY

But demand for new passenger cars still is heavy. The car makers aren't much worried about the need and desire for new cars. If they are worried about anything it is whether buying power can hold out.

Right now they believe it can. But they are not unmindful that work stoppages in any of the major industries—coal and steel among others—can change the auto industry outlook on short notice.

Meanwhile they still are plan-

ning high output schedules as buying orders justify it. September normally is a poor sales month for the car industry. But schedules have to be laid out well in advance; so this month's planning calls for a daily average close to that maintained in August.

If the next few weeks bring a tapering off in new car orders assembly plant schedules for part of October and the remainder of the year undoubtedly will be cut back.

GOOD AGAIN IN SPRING

The car makers know, however, that even if actual orders should fall off in the weeks immediately ahead the need and desire for new vehicles still is about as great as it has been at any time since the war.

With this fact in mind they are not much concerned about a modest increase in the number of un-

Fifteen States Ban Television Sets in Cars

CHICAGO, Sept. 17. (AP) If you want to stay out of trouble, don't look at a television show while you drive your car.

It shouldn't be necessary to pass this warning along to anybody who can count without using his fingers. But 15 states are taking no chances. They adopted laws this year that either (1) prohibit operation of a motor vehicle equipped with a TV set in view of the driver, or (2) forbid installation of a set in a place where a driver can see it.

The American Public Works Association says the states with such laws are Colorado, Connecticut, Indiana, Illinois, Maine, Maryland, Massachusetts, Minnesota, New Hampshire, North Carolina, Oklahoma, Pennsylvania, Vermont, Washington and Wisconsin.

sold cars the retailers may have to carry through at least a part of the winter.

Sales, the manufacturers say, are bound to bounce up again early next spring, just as they did this year. The difference, they add, is that with some stocks on hand, dealers will be able to fill more orders on short notice.

The dealers have had easy going, ever since production was resumed following the war. Their biggest problem was to hold on to orders with no cars to deliver. Most retailers, of course don't want to carry unsold cars any longer than necessary.

Automobile to Stay, Registry Figures Show

CHICAGO, Sept. 17. (AP) It looks as though the automobile is here to stay.

William T. Prendergast, city collector, reported only two two-horse carriages registered for wheel tax collections during the first seven months of 1949. There were four during the same period last year.

Horseless carriages, however, showed an increase of 65,477 more than last year. A total of 597,762 automobile registrations have been issued.

The one-horse vehicles are losing out, too. Registrations are down to 523, which is 192 less than last year.

Whittier Plant Makes Radiators for Ford Plant

LOS ANGELES, Sept. 17. The Modine Manufacturing Co., Racine, Wis., has concluded negotiations to build a plant at Whittier, Calif., to furnish radiators to the Ford Motor Co.'s western assembly plants, according to Fred Rumball, manager of Ford's west coast purchasing program.

The Whittier plant will produce radiators at an initial rate averaging \$3,000,000 annually, according to C. T. Perkins, Modine president. Production is expected to start soon.

1914 Auto Beats All for Comfort

BAY CITY, Mich., Sept. 17. Automobile dealers like to brag that their latest models are the best yet designed for comfort and convenience.

But a 1914 Cadillac, owned by W. J. Moore has them all beat. "This high, wide and handsome car features swivel chairs, a refrigerator, a telephone and a steering wheel that can be moved to give the driver more comfort. The interior is almost as roomy as a railroad car and has side curtains for complete privacy."

More Road Calls Despite New Cars

LOS ANGELES, Sept. 17. Despite California's abundance of new postwar autos, increased availability of parts for older and fewer "clunkers" on the highways, the number of emergency road service calls handled thus far by the Auto Club of Southern California has risen 14 per cent over the number of such calls received last year.

Darkness

The Automobile Club of Southern California urges motorists to be doubly careful during hours of darkness. About three-fourths of all pedestrian fatalities occur between 5 p. m. and 1 a. m.

Fall Driving

The Automobile Club of Southern California advises motorists to be careful when driving over wet, slippery leaves which can cause skidding.



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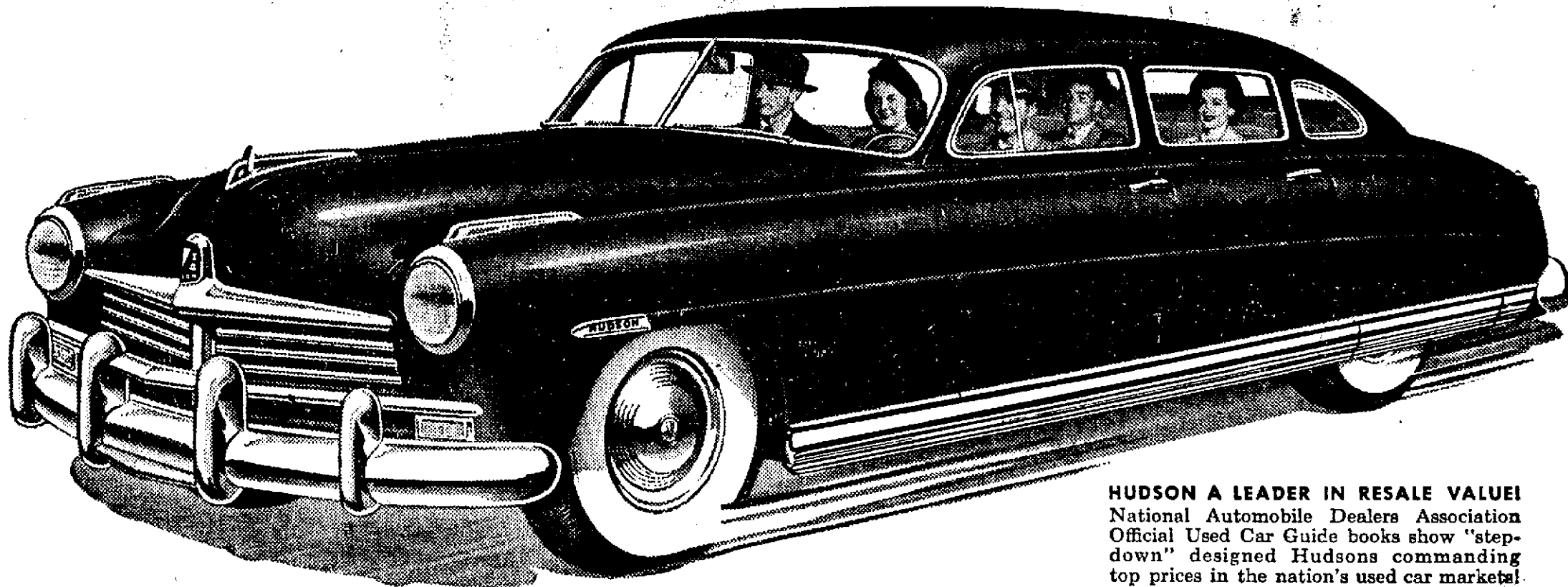
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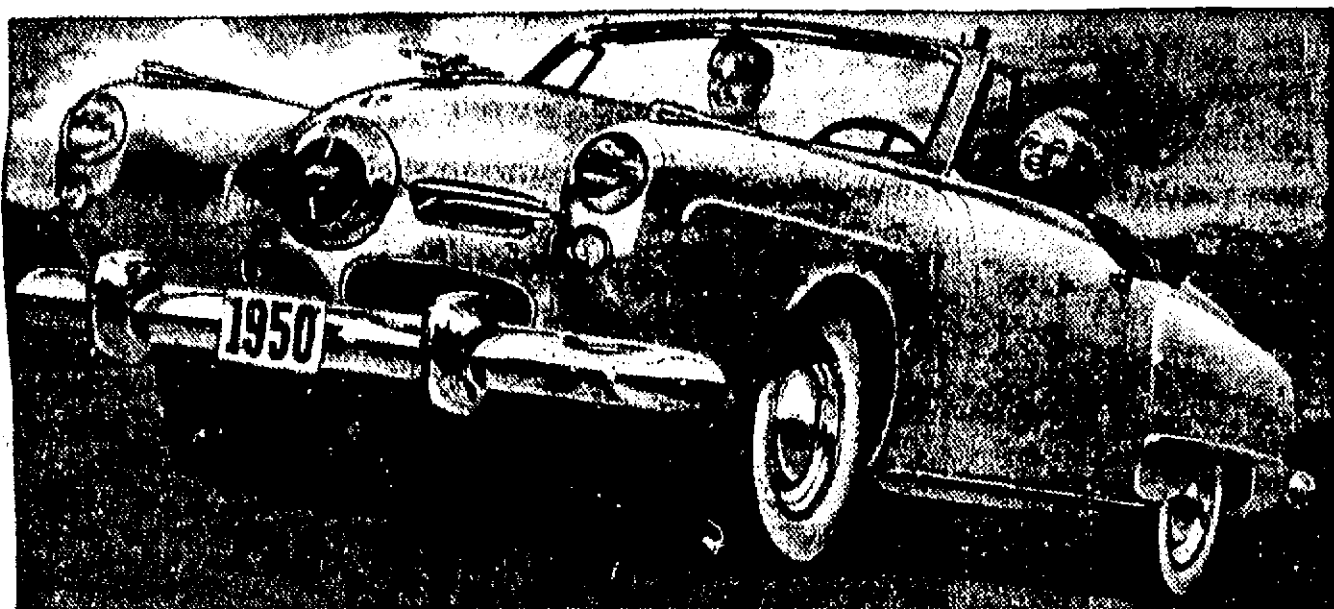
We're riding Hudson's booming tide of popularity with the Best Deals in a Decade

This can happen only when value-wise America sees a car that's delightfully new, different and better! New Hudson sales for the first seven months of 1949 are more

than 30 per cent ahead of the same period last year! Already over 114,000 people have switched from other makes to own this entirely new kind of motor car!



HUDSON A LEADER IN RESALE VALUE! National Automobile Dealers Association Official Used Car Guide books show "step-down" designed Hudsons commanding top prices in the nation's used car markets!



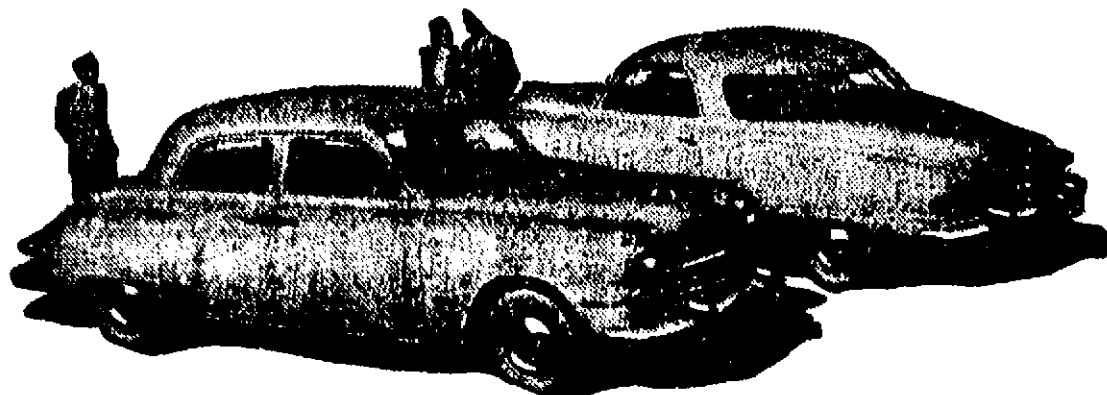
The new 1950 Studebaker

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'47 Champion Regal Dix. Cp. 1295	'48 Champion Convertible .. 1795
'47 Champion Dix. 4-d. sed... 1445	'48 Commander Rg. Dix. 4-d. 1795
'47 Champion Regal Dix. 2-d. 1495	'48 Com'nder Rg. Dix. Cl. Cp. 1795
'48 Champion Regal Dix. 2-d. 1545	'49 Champion Regal Dix. 4-d. 1895
'47 Commander Dix. 4-d. 1595	'49 Champn. Conv. Cl. Cp... 2195
'47 Commander Strit. Cl. Cp. 1595	'49 Commander Rg. Dix. 4-d. 2195
'48 Champion Dix. 4-d. sed... 1595	'49 Land Cruiser 2595

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How can we resist? With the New Hudson winning new friends coast to coast by the hundreds of thousands, we have an opportunity to push that tide of popularity even higher here in this area!

So—right now—we're offering the best trades in a decade!

Hudson's sweeping sales success provides you with your chance to own this years-ahead new car on a most favorable basis!

Come in! Enjoy a thrilling Revelation Ride in the car that brings you, not just a little more, but the most of the four things people want most in an automobile—beauty, roominess, road-

worthiness, and all-round performance!

Yes, the New Hudson is widely acclaimed America's 4-Most Car! In performance, for example, Hudson's high-compression Super-Six engine—the nation's most powerful six—or the even more powerful Super-Eight join up with a "step-down" designed low build to make this car the most alert, the fleetest, steadiest riding automobile of them all!

Let's take that Revelation Ride in the New Hudson real soon. And when you visit us, bring your car along. You'll be surprised at how much it will bring traded in on a gorgeous New Hudson—now, while we're offering the best deals in a decade!

HERE'S WHERE TO COME FOR THE BEST DEALS IN A DECADE!

HERB BEAR HUDSON CORP.
220 EAST ANAHEIM ST., LONG BEACH 2, CALIFORNIA

STOREY - RICKETTS
750 AMERICAN AVE., LONG BEACH, CALIFORNIA

To Use Trucks

SPRINGFIELD, Ohio, Sept. 17. (AP) The New York Central Railroad announced that trucks will supplant trains for a new type of service. The co-ordinating rail-truck service will be used for transporting small packages of shipments known as "less than carload freight."

Old Car Still Good

MT. WASHINGTON, N. H., Sept. 17. (AP) Edwin A. Battison drove his 1900 Stanley Steamer to the top of Mt. Washington to mark the 50th anniversary of the first Stanley Steamer to climb the 6,284-foot mountain. He covered the eight-mile steep, winding course in four hours and 40 minutes.

Take Cars Along

Air passengers flying the English Channel may now drive their automobile up a sloping gangway into the nose of a specially designed airplane, park it inside, and after the hop drive directly to their destination, British Railways reports.

Tail Light Fancied Up

SIDNEY, Ohio, Sept. 17. (AP) A new type of automobile stop light has been invented by H. J. Beemer. Beemer's device consists of three bulbs inside a regular tail light holder. When the brake is applied, the bulbs alternate in lighting so that a circular effect is given.

Daredevil Driver Finds Highways Unsafe Places

SPOKANE, Sept. 17. (AP) Customarily, the life insurance salesman is the pursuer and the client is the pursued. But this custom is shot to pieces when the agents run across Freddie (Satan) LaMont.

"They just laugh when I suggest insurance," he says. For 14 years people have been paying for 37-year-old Freddie's groceries to see him try to break his neck. LaMont is a Hollywood stunt driver and he has a traveling thrill show he calls "Satan's Hell-Drivers."

But Freddie finds it hard to understand why insurance men give him the cold shoulder. "Why, when I drive off a ramp at 40 miles per hour through a flaming hoop, I'm safer than most motorists on the highways," he said.

Freddie, whose nickname is accentuated by the devil's goat, thinks the average motorist on the road doesn't know what he is doing.

FEARS HIGHWAYS

"I'm scared to death to drive on the highway," he says. "Oh, I've had a few tickets, but rarely for speeding. I'm a 30-mile-an-hour man myself."

Every member of Freddie's nine-man troupe knows exactly what he's going to do. A slip-up, miscalculation, and it could mean death for any one of the boys in the act.

"Nobody gets hurt when two cars going 40 miles an hour collide head-on," Freddie says. "We drive from the back seat and just before the crash, duck down behind the front seat. You hardly feel it. And if you're in the front seat and you're going to hit, the trick is to get out of the way of the steering wheel."

Freddie's attractive wife travels with the show. She has watched him work many times but never can get used to it.

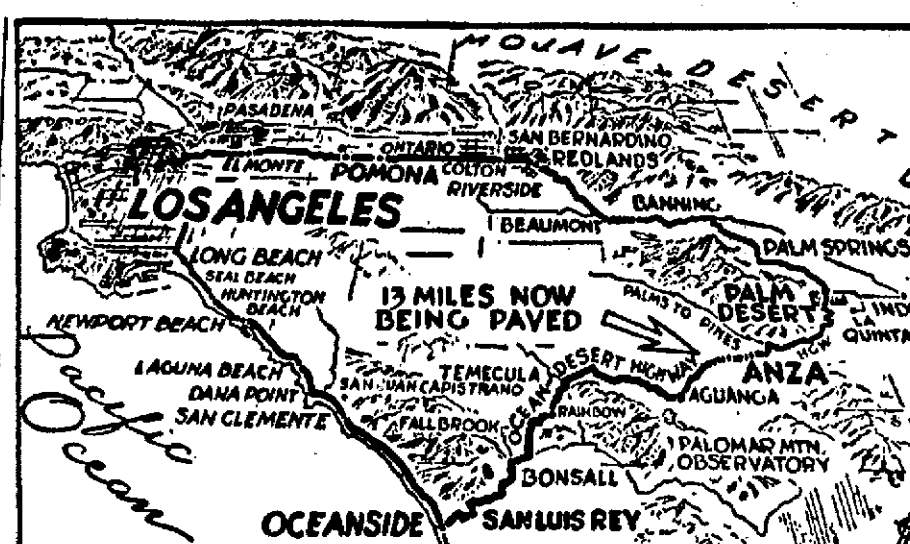
ONLY ONE MISHAP

"But I wouldn't think of trying to make him do something for a living," she says. "It's what he wants to do."

The wiry, soft-spoken little stuntman has a unique off-season occupation. He makes beautiful hand-tooled wallets, belts and other leather goods. He carved a belt depicting in separate panels finely detailed illustrations of each act in his show.

In all his years of courting death, Freddie has had only one serious accident, and that one was off the job. He explained:

"I was on a motorcycle in Los Angeles when a gal came roaring through an intersection in her car and clipped me. That broke my leg in 18 places. I tell you, it just isn't safe out there!"



CIRCLE ROUTE TO DESERT—This map shows the nearly finished Ocean-Desert Highway from Oceanside to Palm Desert and Palm Springs. It will permit motorists from here to make a circular route to the desert and back.

New Route Links Desert Resorts With San Diego

A new motor route, linking the seaside cities of San Diego County with the desert resort cities of Riverside County and known as the Ocean-Desert Highway, will shortly be opened as a full paved highway for motorists.

Running from Oceanside at the edge of the Pacific, the new highway strikes northeastward through great vistas of unspoiled ranch country, climbs up easy grades through rolling foothills, swings around behind Palomar Mountain, then meets the Palms-to-Pines Highway and drops down to join State Highway 111 at Palm Desert, which leads into Palm Springs and Indio.

The last 13 miles of this new highway are now being paved near Anza. Motorists already are using a detour around this last link to make the trip from the ocean to desert playgrounds. Via the new route it is only 97 miles from Oceanside to Palm Desert, a trip that requires only 2 1/2 hours, whereas formerly travel between these two points necessitated a ride that consumed from 4 to 4 1/2 hours via Camp Haan, Riverside, Beaumont and Banning.

This new Ocean-Desert Highway has vast economic importance not only to motorists of these ocean and desert areas, but will afford a new world of scenic beauty for tourists, and give ranchers of San Diego and Imperial Counties a shorter route for getting their products to the Los Angeles market.

Residents of ocean front and desert cities are boosting this new key road link through the Ocean-Desert Highway Association. President is Oliver J. Morris, owner of the swank Miramar restaurant at Oceanside and noted rancher, while secretary-treasurer is Miss Edith Eddy Ward, prominent desert business woman and social leader from Palm Desert.

Formal dedication of the road will take place this fall, with a huge caravan of cars, headed by the 70 members of the Hudson Dealers Association of Southern California, will make the first official trip over this new Ocean-Desert Highway, holding ceremonies at the edge of the Pacific and in the desert resort cities.

Motor Vehicles Set 43-million Mark This Year

WASHINGTON, Sept. 17. (AP) There will be 43,298,000 automobiles, trucks and buses on the road by the end of this year, more than at any time in history, the Bureau of Public Roads estimated today.

It said registration of motor vehicles would increase 2,675,736, or 6.6 per cent, over the 1948 figure. The estimates do not include publicly owned vehicles, of which 529,062 were registered last year.

The bureau said registration of commercial trucks and buses was expected to reach 7,807,000, or 6.1 per cent more than the 7,360,810 on the roads last year.

It reported that the percentage of increase in motor-vehicle registrations is beginning to decline from the peak rates of the past three years. Last year 17 states reported a 10 per cent increase, but only New Mexico is expected to do so this year.

As in the past, California, New York and Pennsylvania will lead all other states in the total number of registrations.

Need Safety on Through Highways

With California's highway modernization program in full swing, the Automobile Club of Southern California calls attention to a requirement of the Vehicle Code governing entrance to through highways. The driver entering such a highway is required to stop and to yield the right-of-way to other vehicles which have entered the intersection from the through highway, or which are so close as to constitute an immediate hazard. When safe to proceed, the driver may do so, and vehicles approaching the intersection on the through highway are required to yield the right-of-way.

No Blow-outs

KODIAK, Alaska, Sept. 17. (AP) From now on a blow-out in Kodiak will be as rare as a palm tree. Willard Hall, city employee, drove down every street in a yellow jeep with an electro-magnet attached to the rear end.

Keeps Busy

SPRINGFIELD, Mass., Sept. 17. (AP) Since 1945, Chris Aspell, traffic officer, has tagged 127,033 automobiles for violations.

Easier Payments Speeding Sales of Motor Cars

DETROIT, Sept. 18. (AP) Cracks are appearing in the once-solid wall of automobile dealers against the relaxing of wartime credit controls. Increasingly stiff competition among new and used car dealers is forcing some to accept less than the formerly required one-third down and 18 months to pay.

Although major auto companies, finance agencies and dealers' associations are trying to spike the trend toward "easy" credit, the breakaway from the wartime holdover is expected to spread when the new-car market hits saturation point.

When Regulation "W" was abolished earlier this year, car dealers and finance companies everywhere declared that it would make no difference. They still were going to sell on the one-third down, 18-months-to-pay basis.

But the new and used car market was better than. More and more dealers now are finding they have to make "deals" to complete a sale, especially in the used-car field.

RISK MEANS BUSINESS

Dealers don't like easing of credit terms. But to some it means the difference between staying in business or not. It boils down, they say, to whether to take a greater risk on their dollars or eventually having no dollars to risk.

The crack first showed in the used-car field, where most cars are sold on terms, to the man who can't afford a new car and doesn't have the cash for a used one.

Finance companies as a whole deplore the practice and make as few deals as possible under the one-third-down plan. Some dealers are getting around the reluctance of finance companies to take less than one-third by accepting a customer's personal note. The dealer either holds up financing the car until the personal loan is paid, or puts up the difference to meet the finance company's one-third rule.

The National Used Car Dealers Association calls such transactions risky. But several Detroit used-car men report their losses at less than 1 per cent.

In the new-car field, all major auto makers advise their dealers to stick to the one-third rule. Most of them are, but there has been a significant trend toward more liberal allowances on trade-ins.

General Motors Acceptance Corporation, only financing company sponsored by an auto maker, has turned down financing if trade-in allowances are too high. Robert Miller, acting credit manager for GMAC, admitted, however, that more exceptions to the 18-month payment limit have been allowed than originally intended.

New Models Soon by Volkswagen

LIAMBURG, Germany, Sept. 17. The Volkswagen factory has announced production of changed models and of two new convertibles to be mass-produced this month.

The basic form of the small rear-engine car will remain the same, plant officials said, but a number of refinements will take place.

The cars will be given an improved finish, padding to reduce vibration, better upholstery and tougher bumpers.

At the same time, a reduction in foreign and inland prices has been announced. Prices on the export model have been reduced from \$1685 to \$1635. The standard inland model was cut from \$1590 to \$1440.

Hans Nordhoff, plant managing director, says that 1949 production is expected to reach 40,000.

Better Roads Seen

AKRON, Ohio, Sept. 17. (AP) Firestone, in conjunction with three Ohio Department of Highways, has laid an experimental road to test a new type of asphalt. Powdered rubber has been added to the regular asphalt mixture. Firestone officials said the mixture would not cause as much wear on automobile tires, and will allow quicker stops.

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'41 FORD Convertible Coupe	895	'39 NASH Ambassador Sedan	495
'41 CHEVROLET Club Coupe	1395	'49 STUDEBAKER Land Cruiser 4-door Sedan, All equipment, 2 to choose from	2295
'47 CHEVROLET Aero Sedan, Radio, heater	1495	'47 WILLYS Civilian Jeep	895
'41 BUICK Sedan	795	'49 MERCURY Sedan Coupe	2095
'47 HUDSON Commodore 4-door Sedan	1295	'49 MERCURY 4-door Sedan	2095
'42 LINCOLN Club Coupe	895	'49 MERCURY 4-door Sedan	2495
'47 KAISER 4-door Sedan	995	'47 OLDSMOBILE 4-door Sedan	1445
'41 PACKARD 110 4-door Sedan	895		

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Most Farmers Own Automobile, Survey Shows

PHILADELPHIA, Sept. 17. Over 87 per cent of U. S. farmers own an automobile and approximately one-third of the cars and trucks driven by farmers are postwar models, a survey conducted by Country Gentleman shows.

Of the car-owning group, 12 per cent own more than one automobile. Models of 1948 or later are owned by 32.3 per cent, while 15.1 per cent drive a car built in 1936 or before.

Trucks are owned by 36.5 per cent, according to the questionnaire, or nearly 1 1/2 times as many as shown in a similar check in 1939. Trucks with two-speed axles are coming into high favor with the farmer. Although only 20 per cent now have trucks with this feature, 62 per cent said they would prefer two-speed axles if buying a truck today.

Since 1939, tractor ownership has doubled; 54 per cent now possessing them. More than half reported two or more units. When the farmer wants major repairs on his vehicles, the publication says, more than half prefer to have their work done by the dealer who sells that particular make.

About a third named an independent garage as the place for auto repairs, while 20 per cent said they did the work themselves. Of this latter group, 68 per cent said they buy parts from the dealer handling the make.

On tractor repairs, 61 per cent prefer to have the work done by the authorized dealer, while one in three repairs his own tractor. Nearly 85 per cent go to an authorized dealer for tractor parts, the survey states.

On the subject of automotive parts, farmers have shown a falling off in remembering the makes of batteries, tires, spark plugs, piston rings and mufflers they bought in 1948.

Traffic Snarls, Lack of Parking Hit by Oil Man

ATLANTIC CITY, Sept. 17. (AP) An oil company president declares rising operating costs and snarled traffic are threatening the growth of automobile transportation.

"The primary and outstanding advantage of the automobile over all other forms of transportation is the freedom of movement which it provides for the individual," said Alexander Fraser, head of Shell Union Oil Corporation.

This freedom of movement, however, is being lost in traffic jams caused by inadequate streets and highways and lack of parking facilities, he said in an address to the National Petroleum Association.

The car owner suffers not only through lost time and a frayed temper, but through direct drain on his pocketbook, Fraser continued.

"There have been some indications lately," he said, "that the curve of average annual mileage per passenger car is leveling off after a steady upward trend for over a quarter century. If this stems from present driving conditions, we had better do something about it."

Fraser asked the oil men to support public officials in strict enforcement of traffic laws, to support behind-the-wheel instruction for all high school students, and to support long range highway planning.

He quoted surveys showing gasoline consumption sometimes runs 100 per cent higher on congested routes than on modern, open highways. Other factors contributing to higher costs of operating a car, he added, are climbing motor vehicle insurance rates, lack of parking space, and the diversion of highway tax funds for purposes other than road needs.

Loud Color Found Safer for Driving

CHEYENNE, Wyo., Sept. 17. (AP) The louder the color of your car, the less chance you'll have of an accident.

John E. Wiley, an engineer for the Wyoming highway department, said the brightly colored cars are safer than those which match the landscape. They can be seen better by other drivers.

The natural colors, grays, tans, light blues and light greens, have a tendency to "sneak up on you," Wiley has found.

Fisher Sets Record

DETROIT, Sept. 17. Fisher Body division of General Motors Corp. produced in August the greatest number of bodies—249,378—for any month in its forty-one-year history, J. J. Cronin, general manager of Fisher Body, announced.

Drivers Under 25 Paying More for Risk Insurance

NEW YORK, Sept. 18. (AP) Liability insurance rates have gone up in New York State on automobiles operated by drivers under 25 years old, because of their bad accident record. The State Insurance Department announced it approved an immediate rise of 15 per cent in the New

York City area and 20 per cent in the rest of the state.

The department cited these figures on a 1947 survey of 87,000 drivers in the state outside of New York City, 14.4 per cent of the licensed operators were under 25, and this 14.4 per cent had 28.5 per cent of all fatal accidents and 23.8 per cent of all nonfatal accidents.

The new rates replace schedules set up a year ago on a basis of judgment rather than of experience. Deputy Insurance Superintendent Thomas C. Morrill said. Rates for automobiles with no youthful drivers will remain at present levels, temporarily at least.

Dodge to Expand New Castle Plant

NEW CASTLE, Ind., Sept. 17. The machine shop of Dodge division here is due for an expansion, Robert H. Dungan, factory manager, has stated.

The plant, which now employs 4000 workers six days a week, is expected to be increased in size by 105,600 square feet. The addition will be used for manufacturing and storage, Dungan said.

Shipper Loading Rule Opposed

Motor Truck Association of Southern California members and other Long Beach truckmen last week assured the Chamber of Commerce transportation department they stood with the chamber against a proposed rule to force shippers and receivers, instead of truckers, to load and unload truckload freight shipments.

The rule, proposed by an eastern truck operator, was withdrawn by the National Motor Freight Classification Board, Washington, D. C., following receipt of a vigorous protest from the chamber department.

"Southern California motor carriers were in no way responsible for the proposal, which would have unjustly burdened shippers and receivers with extra expense," General Manager Harold W. Wright pointed out.

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Tiny Glass Beads Sprayed in Paving

BOSTON, Sept. 17. (AP) Millions of tiny beads have been

sprayed with bullet-like force into 3000 miles of state highways to make center white lines more vivid at night. The project consumed 40,000 gallons of white paint and 240,000 pounds of glass beads.



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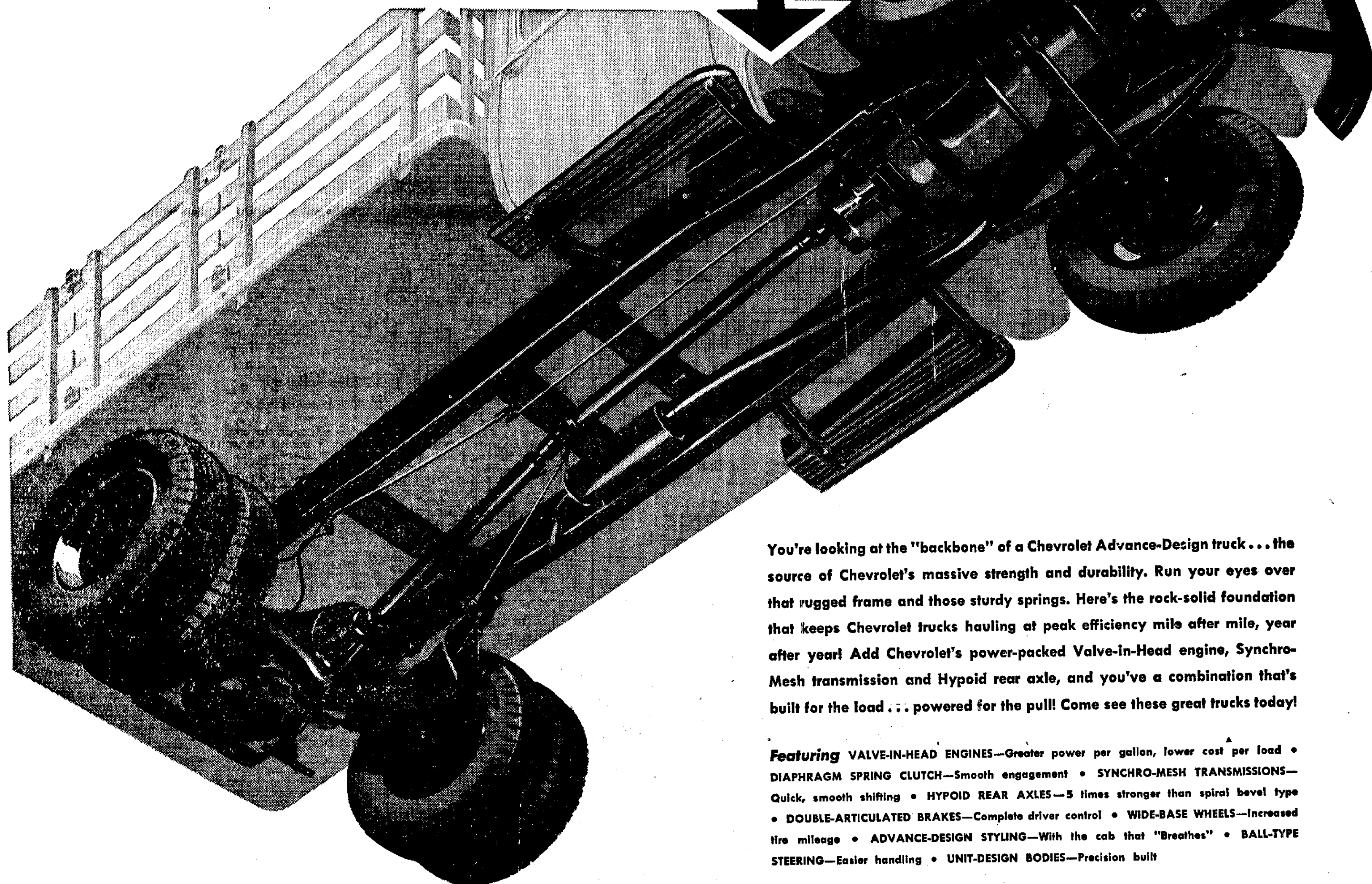
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'47 PONTIAC \$1395 2-door.....	'48 INTERNATIONAL \$895 ¾-ton stake
'47 OLDSMOBILE \$1395 Hydra-Matic sedanette	'38 PONTIAC \$295 sedan.....
'47 HUDSON \$1295 sedan.....	'42 DE SOTO \$695 sedan.....
'46 PLYMOUTH \$1095 sedan.....	'41 HUDSON \$595 sedan.....
'48 PONTIAC \$1895 sedan.....	'41 FORD \$595 sedan.....
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Tire Failures Continue to Top Autoists' Woes

DETROIT, Sept. 17. Tire trouble, although the most frequent mechanical cause of motorists' difficulties on the road, has diminished steadily since the end of World War II, says autoneers.

This improvement of motoring efficiency is disclosed in the 29th edition of Automobile Facts and Figures, the statistical yearbook of the Automobile Manufacturers Association, which will be ready for distribution in the near future. In 1945, the final year of the war, 31.3 per cent of all roadside difficulties were attributed to tires; but by 1948 this portion of the total had declined to 21.3 per cent, the survey shows.

In contrast to this improvement, there has been a steady increase in the number of emergency demands for battery service, from 15.2 per cent of the total in 1944, to 19.8 per cent in 1948.

This increase is perhaps largely attributed to the fact that motorists have, down through the years, constantly increased their demands for energy from their car batteries.

In view of the battery's original incorporation in the motor vehicle for purposes of ignition, it is interesting to note that ignition failure has declined steadily as a source of roadside trouble.

The proportion of such failures declined from 15.65 per cent in 1944 to 10.8 per cent in 1948. A similar improvement in starter efficiency is reflected by the decline in starter failures, from 2.1 per cent in 1944 to 1.6 per cent in 1948.

But, no matter how much the physical properties of motor vehicles may be improved, human fallibility appears to remain a fairly constant factor in motoring.

Two interesting facts revealed by the statistics are that there is little variation from year to year, in the proportions of motorists who run out of gasoline on the road, and those who lock themselves out of their cars.

The former average between 3 and 4 per cent of the total, and the motorists who have lock and key trouble range between 1 to 1.7 per cent of all who need emergency service.

The Automobile Facts and Figures tabulation was based on reports of 16,000 garages which render emergency service to members of the American Automobile Association.

Cadillac Sets Production Mark

A new all-time divisional record for production of Cadillac cars in one month was set with the building of 8247 cars during the month of August, according to John F. Gordon, general manager of the Cadillac Motor Car Division.

"In maintaining this high level production to meet the continued demand for Cadillac cars the division has reached a total of 59,907 Cadillacs built since the first of the year. This record production for the first eight months of 1949 not only represents the highest eight months production in the history of Cadillac but is also exceeds total number of cars built by Cadillac during each of the entire years of 1941, 1946 and 1947," said Mr. Gordon.

The high of 8247 cars built in August marks the second month since the first of this year in which the division has produced more than 8000 cars. Previous high was recorded in June when 8145 cars were built.

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Along Automobile Row

BY TOM WYNN · AUTOMOBILE EDITOR

Today the Press-Telegram's new automotive section takes its bow in our new full page Southland Magazine. Realizing that California leads all other states in car registration and the Los Angeles area is now second only to Detroit as the leading auto production center, we hope that instigating this new feature will enable us to give auto-conscious Long Beach the latest up-to-the-minute local and national automotive happenings.

"Duke" Hatton, American Ave. Packard dealer, made a first hand report last week on the latest development in automatic transmission. Called Ultramatic Drive, the new clutchless, no-shift, no-brake, no-clutch control is an advanced design torque converter for smooth, rapid acceleration—and solid mechanical drive for slip-free cruising.

Hatton said, "According to the operator is always in control, if his foot pressure on the accelerator is light, the controls will switch from torque converter to mechanical drive at 15 miles per hour. If pressure on the foot pedal is heavy, the controls will change from torque converter to mechanical drive at 55 miles per hour. When the driver tramps down, at any cruising speed below 50 miles per hour, the controls will switch instantly from mechanical drive to torque converter for rapid acceleration. The dual-range transmission leaves the choice of gears up to the driver, he concluded.

Packard's Ultramatic Drive is standard equipment on the 160-horsepower Custom and will be offered on other models as optional equipment at extra cost. The new automatic transmission is now on display at Packard's, 1427 American Ave., showroom.

National recognition was gained recently by Lauri Watilo, 15, of 6831 Arroyo Ave. The Long Beach youth, who is a member of the Fisher Body Division of General Motors, telling him he had been awarded junior honorable mention for his automobile model designed and entered in the 1949 Fisher Body Craftsman's Guild contest. Watilo, was one of thousands of boys who submitted all original designs of what they think the motorcar of tomorrow should look like.

Longer wheelbase, but shorter overall length are among the objectives of the nation's auto designers. Some of the forthcoming new models will emphasize these advances.

In many instances the shorter overall length is being achieved by bringing rear bumpers closer to the body and by merging the front bumpers with the grille. The new Buick Special that just made its debut is the first 1950 model so far to make its front bumper and grille one in the same.

A new six-lane paved highway branching from Holt-Garvey Blvd. and leading directly into the Los Angeles County Fair Grounds at Pomona was rushed to completion for the opening of the county fair.

The modern highway was designed to relieve traffic congestion of the past years and enters the newly enlarged parking lot at gate 17. This surfaced lot will accommodate 35,000 cars and a fleet of trams will shuttle autoists between the parking lot and the exhibit area of the fair.

To be known as Ganesha Blvd., the new highway covers 2½ miles and was built by the Los Angeles County Road Department at a cost of \$196,000. Cut-off for the new roadway is at the foot of Kellogg Hill, just east of the entrance to the Kellogg horse ranch. Huge signs will be erected to direct motorists to the new route, which means a shortcut of over three miles to the fairgrounds.

Buick production for August hit a new all-time peak of 40,106 cars—the highest total of any month in the company's 46-year history. The previous record was 38,013, set in March of 1941. With the impetus of the record-breaking August output, Buick's total production so far this year is 274,233, only about 42,000 short of the full year's record established also in 1941.

U. S. motorists put more than \$40,000,000 into city parking meters last year. This staggering amount has made the curbside boxes big business for 2200 towns in the nation that have a total of 700,000 meters. In one group of towns, the average meter collects \$6.50 monthly, of which \$4.50 is considered profit above expenses.

Ed James, head of Jamestown, announced that more than 20,000 people came in to see the new 1950 Studebakers at his three locations during the first three days of the recent introductory showing of the new model. Public reaction showed enthusiastic approval of Raymond Lowe's latest creation, which James says sets the style for the "next look" in cars.

Claire Chapman, general manager of the firm, expressed the car's riding qualities best by describing his first test-drive as "more glide than ride." Self-stabilizing independent coil-spring front end suspension rates as one of the important improved riding features of the new model.

DEALER DOINGS—A. B. C. Dossier, American Ave. Kaiser-Frazer dealer, says that the new K-F hard top convertible, the Virginian, is now on display in his showroom at 999 American Ave.

C. Standlee Martin's newly remodeled Oldsmobile agency, received a rousing welcome from Long Beach last week, when thousands of interested viewers attended his open house.

Bernie Martin, head of Harbor Chevrolet, reports that Raymond Carl is now in charge of his service department. Martin also revealed the purchase of a lot at 1238 Atlantic Ave. for new and used truck operations.

The board of directors of the Independent Auto Service Association will meet this Tuesday to discuss new policies and advertising plans. Jim Hanson, president, will preside at the meeting. The association's regular membership meeting will be held September 29.

Art Hall, local Lincoln-Mercury dealer, made a record catch off Catalina last Sunday. The sea-going dealer pulled in a 170-pound marlin after an hour and a half fight.

Richmond Plant Hits New Peak
An all-time monthly production record at the Ford Motor Co. Richmond plant was set last month. It was announced by William A. Abbott Jr., plant manager, when he reported that 5133 Ford passenger cars and 1786 trucks was assembled during August. The day's highest mark was set on August 15, when 305 units were completed.

Last month's figure topped the previous production record established in May, 1934.

Driver Visits Every State During Two-week Jaunt

ALBANY, N. Y., Sept. 17. A red-haired chemical engineer and his battered 1939 car have proved that it takes only a two-week vacation to touch every state in the Union and the District of Columbia.

When Edward F. T. Rice rolled into his driveway he had completed a 9243.7-mile jaunt in about eight hours less than the 14 days he had allowed himself. His wife and three children were still receiving postcards from him mailed from every state during that time.

Confronted by skeptics after his other long distance drives—like the 54-hour week-end push from Albany to Jacksonville, Fla., and back three years ago—Rice documented his latest venture as carefully as one of his laboratory experiments.

Beside mailing the postcards, he photographed his car in each state next to a United States route sign bearing the name of the state. He chronicled each gasoline stop—55 of them—by entering in a log book, credit card slips, and photographs of the car at the pump. He got a signature each night at the hotel or tourist camp where he slept—sometimes for only four or five hours.

Here are some of the statistics Rice reports:

He made the circle from Albany to New England then south and west to California and back to Albany in 243½ hours, an average of 37.96 miles per hour. He averaged 680 miles per day for the first 13 days, leaving 404 miles for the last leg July 31.

With a 1949 motor, Rice's car made 16.9 miles to a gallon of gas. He crossed 67 state lines.

Test Is Given Accused Drivers
SPOKANE, Wash., Sept. 17. (UP) Science has come to the aid of the Washington state motorist wrongly charged with drunken driving.

Under a new state law, a driver may now request a chemical test of the alcohol content of his blood. If it shows less than 5/100 of 1 per cent of alcohol, that is definite evidence the driver is not under the influence of liquor.

If the blood contains between 5/100 and 15/100 of 1 per cent alcohol, it can be submitted in court with other evidence to prove the driver's condition. But if there is more than 15/100 of 1 per cent alcohol present, that fact is considered definite evidence that he was driving while under the influence of liquor.

Plenty of Coke for Kaiser Mill
There will be no shortage of coke for Kaiser Company's Fontana, Calif. steel plant when the recently acquired high-grade coking coal reserves in Utah are developed. According to Kaiser geologists, there are 30,000,000 tons of it as proved by test drillings. These reserves added to those already being developed will supply the Fontana mill for 40 years, they say.

Cost of mining the coal is expected to be low since the seams are from 11 to 14 feet thick.

The 45 new by-products coke ovens under construction at Fontana will be supplied, to a large extent, from these Utah coal reserves. The 1200-ton blast furnace at Fontana and the new one under construction will be supplied from the Sunnyside mine until the new fields are opened up.

Development of the new coal areas will be a part of the \$35,000,000 expansion program which Kaiser Company has planned for the Fontana plant.

Driving in Cities Safer Than in Country
CHICAGO, Sept. 17. (UP) Driving an automobile in the country is twice as dangerous as in the city, the National Safety Council finds.

A total of 21,500 motor vehicle deaths occurred last year in rural areas, and only 10,500 in cities and towns.

City pedestrian deaths totaled 6200 compared with only 3650 in the country, but deaths not involving pedestrians were more than four times higher in the country than in the city.

Work for Lord
COLDWATER, Mich., Sept. 17. (UP) Anyone in Coldwater can get a free ride to church every Sunday in a taxi. Harvey Van Kampen offers his two-taxi fleet every Sunday and carries more than 40 people every week.

Car Sickness Due to Exhaust
SPRINGFIELD, Ill., Sept. 17. (UP) The Illinois public health department says most cases of "car sickness" really are due to carbon monoxide entering the automobile from the exhaust.

Everybody Drives
CHICAGO, Sept. 17. (UP) There is nearly one automobile for every family in the United States. The Northern Trust Company reported that the number of private passenger cars has grown from approximately 8,000,000 in 1920 to more than 33,000,000 at present.

Acrobatics by Car Reckless Driving
SPOKANE, Wash., Sept. 17. (UP) The state patrol booked Harold W. Douglas, 30, for reckless driving after he:

1. Lost control of his car, careened 63 yards down the right shoulder of the highway.
2. Swerved diagonally across the road for 100 feet.
3. Ploughed over a four-foot ditch, through a barbed wire fence.
4. Shot 150-feet into a field, where the car came to rest on its side.

Neither Douglas nor his passenger, Howard H. Gilman, was hurt.

It Wasn't 10 Cents—Just Principle of Thing
OMAHA, Neb., Sept. 17. (UP) A cab driver took an elderly woman from her home to a church. The meter showed 45 cents.

"Young man," said the woman, "I come here every day and it always cost me just 35 cents."

The driver explained his meter might be "fast" and told her she could get a 10-cent refund at the company office if it was.

Still complaining, the woman got out of the cab, then tipped the driver 20 cents.

Traffic Worst Hazard
CHICAGO, Sept. 17. (UP) The National Safety Council reports that motor vehicle accidents are the principal cause of accidental death among teen-agers and young adults. Drowning, burns and falls are next in order.

Not for Sale
COLDWATER, Mich., Sept. 17. (UP) John Bartholomew arranged to run a notice three days in the local paper advertising his auto for sale. Then he called up and canceled it. His automobile was smashed in a two-car collision south of the city.

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